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ECONOMIC  
FORECAST

CLOSE UP:  
JACK WILLIAMS

CORPORATE PROFILE:  
MICHAEL SCAFUTO

RIVERSIDE  
INITIATIVES

Ingrid Anthony  
6511 Crista Palma Drive  
Huntington Beach, CA 92647 \*

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# INLAND EMPIRE business journal

VOLUME 12, NUMBER 2

\$2.00 February 2000



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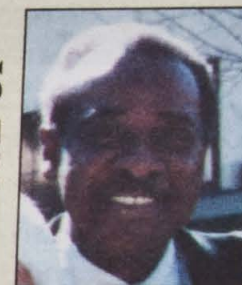
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CLOSE UP



see Page 7  
Jack Williams

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VOLUME 12, NUMBER 2

FEBRUARY 2000



Mike Piazza (New York Mets) hits one over the "Brick & Ivy" at Big League Dreams replica of Wrigley Field. Pepsi All Star Game Jan. 9, 2000.

## AT DEADLINE

### Former CSUSB Golf Coach Wins Discrimination Suit

Former Cal State San Bernardino golf coach Bob Smith and assistant Robert Flint won a \$1.2 million age discrimination lawsuit against the university. Also named in the suit were athletic director Nancy Simpson and two former players. Smith, who was 70 when he was released from university employment in 1996, twice led the Cal State team to the NCAA Division II national golf tournament. Cal State President Albert Karnig expressed surprise at the verdict. He said the university is considering the possibility of an appeal.

In the jury trial, which lasted four weeks, Smith and Flint accused the university of fabricating a story that the coach had paid

*continued on page 44*

### Presidential Prerogative: Corona Flight School Is Training Mexican Air Force Pilots on Vintage DC-3

by June Casey

They say politics make strange bedfellows. So, evidently, does a shared passion for vintage aircraft.

Mexican President Ernesto Zedillo's decision to eschew his Boeing 757 in favor of a 1941-era DC-3 transport has resulted in an unlikely alliance among nine officers of Zedillo's presidential pilot staff, and a small flight training outfit headquartered at Corona Regional Airport.

Dream Flight President John Pappas, a contract pilot for nearly four decades, specializes in training other pilots to fly historic aircrafts. Initially contacted via a blind e-mail inquiry, Pappas said it wasn't until much later that he realized

he was communicating with Mexican Air Force Lt. Col. Pablo Banuelos.

It was Banuelos who led the four-officer presidential flight team that trained on Pappas' DC-3 "Rose" for two weeks in December. Pappas also trained five Mexican Air Force maintenance officers and non-coms at a special DC-3 "maintenance ground school."

But the instruction did not begin until Banuelos had conducted an apparently extensive inquiry that involved a nationwide search for the right flight training school, and "several months of negotiation."

Pappas said DreamFlight is one of only a handful of flight

*continued on page 31*

## City of Riverside

With its social and cultural venues, Riverside is often recognized as the "downtown of the Inland Empire." According to *Forbes* magazine (May 1999), Riverside is considered one of the top 50 places to do business.

In addition, Riverside is home to the Wand Empire Legal Center; major financial services companies; the historic Mission Inn, and numerous social/cultural venues. When you combine the competitive business advantages with housing costs averaging 14 percent below Los Angeles, Orange and San Diego counties, Riverside is a very attractive location to live and work. This competitive housing advantage is a contributing factor to the lower overall cost of living experienced by residents of Riverside, compared to those in Los Angeles and Orange counties.

With four institutions of higher education, including a prestigious University of California research campus, Riverside has an intellectual competitive advantage that few regions can boast. These institutions annually supply more than 3,600 graduates who can fill the technical, manage-

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page 43

**Women's Page**  
page 24 & 25

**Real Estate Notes**  
page 40

**Stock Sheet**  
page 46

## Big League Dreams Sports Park to Open in Mira Loma

After almost one year of construction, Big League Dreams Sports Park is set to open to the public on March 6 in Mira Loma, adjacent to Jurupa Valley High School. The 40-acre sports complex has been designed similar to the original Big League Dreams Park in Cathedral City, near Palm Springs, which opened two years

ago.

The idea of a privately operated sports facility is hardly untested — there are more than 90 across the United States. Big League Dreams is the first, however, to incorporate the major-league theme into its facilities.

The Mira Loma/Jurupa Valley park

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Save the Date  
Women & Business  
Expo  
Friday, May 12, 2000



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ABOUT THE COVER

Spring Equinox, a component of the Sun Journey series by poster artist Clonard Thomas, who uses the technique known as experimental watermedia — a combination of watercolors, acrylics, inks, and an assemblage of Japanese washi papers. The work reflects the revival of the spirit and the visualization of the beginning of a new growth cycle in early spring, showing images of sprouts pushing through the darkness to the surface of the earth — to be rewarded by the gentle warmth of the sun. Human beings may also relate to the images in this beautiful creation, as we also struggle to grow and reach the surface of our lives, lifting ourselves ever higher and rejoicing in the springtime of our souls.

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Loma Linda University Receives Grants From Breast Cancer Foundation

Loma Linda University has received three grants from the Inland Empire affiliate of the Susan G. Komen Breast Cancer Foundation.

A \$74,555 grant will be awarded to the school of medicine, to continue a study researching the effects of certain proteins on breast cancer tumor development and progression. Researchers are studying the protein IGF-2 as a possible marker for tumor aggressiveness.

A second grant of \$20,658 will be awarded to the breast health center to develop multi-media computer kiosks in low-income medical clinics, to provide interactive breast cancer education. The kiosks will provide a woman with a printout of her risk assessment, which she could take to her physician for further recommendations.

The location of these kiosks could enable them to target low-income women, and women of diverse cultural backgrounds. This approach will also allow the educational program to be tailored to a woman's educational level and cultural background.

Using state-of-the-art educational technology, the system will utilize personal information that the woman provides, as well as self-assessment sections, to tailor the educational level and cultural perspective of the educational material presented. The program will also allow a woman to choose

between presentations in English and Spanish.

The third grant of \$37,723 will be shared between the School of Public Health and the Social Action Community Health System, to improve breast cancer detection rates, as well as awareness of treatment options among low-income women. The SAC Health System medical staff try to increase awareness by discussing breast cancer issues with women who have come to the clinics for other reasons.

They specifically target women who visit: the Breast Cancer Early Detection Program; the Family Planning Access Care and Treatment Program; the Medically Indigent Adult Program, and the Comprehensive Perinatal Services Program. These programs serve approximately 3,450 women per year. The grant money will supplement the SAC Health System budget, and allow additional education time to be spent with women who utilize these programs.

The Susan G. Komen Breast Cancer Foundation was established in 1982, and is the nation's largest private provider of funds for research dedicated solely to breast cancer. The foundation is a national organization, with a volunteer network in the Inland Empire, and other affiliates across the country fighting to eradicate breast cancer as a life-threatening disease — by advancing research, education, screening, and treatment.

Workers' Comp Benefit Increase to be Debated

The workers' compensation benefit increase will be debated in legislative conference committee. Supporters of last year's bill to increase workers' compensation benefits by \$2.5 billion amended nearly identical language into SB 996 (Johnston). The California Chamber denounced the bill in its current form.

The bill was approved by the assembly and will go to the Senate for a vote, before it reaches a conference committee for full debate. As a procedural matter, both houses must vote to send a bill to a conference committee where policy negotiations take place, and a final bill is crafted.

Like last year's SB 320, SB 996 contains benefit increases, but no cost-cutting reforms to help pay for the proposed benefit hikes. These benefit increases would translate dollar-for-dollar into premium increases paid by employers.

SB 320 (Solis) was vetoed last September by Gov. Gray Davis, who rejected the bill saying, "SB 320 increases benefits far beyond what I believe California employers can absorb, without negatively impacting the economy."

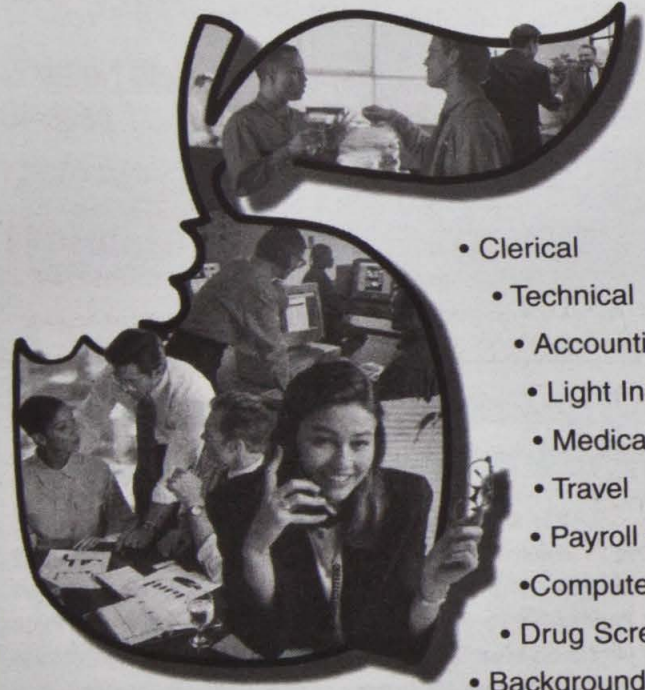
According to the Workers' Compensation Insurance Rating Bureau (WCIRB), SB 996 will increase total benefit costs by at least \$2.5 billion, when fully implemented in 2005. This is in addition to current premium increases and will be borne by employers, public schools, and local government — through even higher premiums.

"Workers' compensation premiums have gone up; it is now a reality," said Allan Zaremborg, president, California Chamber of Commerce. "And, because of that, it's even more crucial that the final product of any legislative action remain cost neutral to employers."

During that same time, the cost of a workers' comp claim went up dramatically. The average overall cost of a claim in 1998, was \$25, 318, a 45 percent increase above levels in 1994, and nine percent higher than in 1997.

According to figures from 1999, insurers paid \$1.40 on claims for every dollar collected in premiums. Because of this imbalance between premiums and costs, California Insurance Commissioner Chuck Quackenbush recommended last November, that insurers increase premiums by 18.4 percent.

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QUOTES

You can't cheat an honest man. He has to have larceny in his heart in the first place.

A rich man is nothing but a poor man with money.

Remember: A dead fish can float downstream, but it takes a live one to swim upstream.

I'll bend effort to win and I come from a long line of effort-benders.

There comes a time in the affairs of men when you must grab the bull by the tail and face the situation.

I never worry about being driven to drink. I just worry about being driven home.

— W.C. Fields



## EDITORIAL

# Banks Reach Out to Low-Income Communities to Find New Customers

by Yolanda Brown, senior vice president, Union Bank of California

It "costs" more to be poor in the financial world! It is estimated that 12 million households in the United States do not have bank accounts. Often, they are immigrants wary of banks, or they don't have the money for a minimum checking account deposit. Instead, these low-to-moderate income households are forced to rely on "fringe" financial services — check-cashing stores or lenders who tack on a two or three percent fee with each transaction.

Until recently, banks ignored this segment of the market because the services the people required were thought to be too expensive to offer. So why are banks now realizing the potential of this untapped market? Two reasons: the explosive growth in check-cashing outlets, plus a little incentive from the federal government.

Check-cashing outlets have tripled over the past five years, to 6,000 with another 17,000 outlets, such as grocery chains and liquor stores, also routinely cashing checks for their customers.

In an effort to assist more low-income residents, the feds last summer gave financial institutions a little nudge. Banks are now eligible to receive reimbursement and Community Reinvestment Act credits for offering special, or no-cost minimum balance accounts to those receiving federal benefits via electronic transfer. Electronic distribution costs the government less, and helps recipients manage their money a little better. As a result, major financial institutions across the country signed up to participate in the program.

Let's face it, banks are businesses with shareholders and regulators scrutinizing their activities. As such, they are always trying to expand their markets and generate more profits. But, there is the larger societal question of educating customers to be self-sufficient and financially savvy. It takes a lot of outreach, commitment, and sincerity to establish an

ongoing relationship with a customer. Not all banks are willing or able to do this.

Consider the financial history of Lillian and Joaquin Cuadras. They emigrated from their home in Mexico eight years ago. As the family's sole provider, Joaquin works as a delivery driver for a restaurant supply firm. They and their four children speak limited English. Up until a year and a half ago, the family, like many other lower-income, blue-collar families, lived week-to-week and relied on check-cashing services to provide access to Joaquin's paycheck. The family didn't have enough money to open a checking account, and had never had a relationship with a bank.

But all that has changed. They started by opening a no-fee savings account; went on to establish a checking account, and now hold a Certificate of Deposit. Three of their four children also have their own savings accounts. The parents wanted to teach their children about money management; something they never learned growing up in Mexico. Lillian Cuadras said that turning banking into a family affair has helped raise her children's self-esteem, assimilate into life in the U.S., and generate opportunities.

A big problem for people like the Cuadras family members is the lack of access that low-income, inner-city communities have to bank branches. To remedy this, banks must go into communities and establish alliances with community groups and organizations to establish credibility, trust and access. Without involving community organizations and leaders, banks run the risk of alienating just those people they're trying to reach — who are often distrustful of traditional financial institutions.

As many financial institutions are discovering, many of these "fringe" bank customers are following the path of the Cuadras family and becoming mainstream customers. This helps expand a bank's product line; creates a larger customer base, and adds self-sustaining individuals to the economy.

## COMMENTARY

# The Road Less Traveled Still Costs You Money

The H.O.V. lanes have come to the Inland Empire. This officially began with a new stretch of road that was dedicated along Interstate 10 through Ontario and Montclair. They can be called High Occupancy Vehicle lanes; diamond lanes; carpool lanes, or commuter lanes. They are designed to help cars with

*It is time to stop painting diamonds on the roads, and start turning them over to the people who drive on them and pay for them. More lanes — in the direction more cars are going, is the only logical way to travel.*

more than one person get where they are going, faster. In a way, it is a reward to those who carpool. In another way, it is an admission that the Southern California highway system doesn't work.

Other states have done the math, and they figured out that these H.O.V. lanes are a mistake.

If anything, they make the problem worse. On a four-lane highway, if one lane carries 10 percent of the traffic, then the other 90 percent has to jam up on 75 percent of the road. The result is worse gridlock than if the highway was open to everyone.

Other states have figured out that reversible lanes are the best way to go. This idea was even tried in San Diego. There is a great reversible system at the bottom of the 15. It is an unfortunate reality that many Inland Empire people have to slug their way west every morning and burn up their brakes and radiators heading east every night.

Millions are being spent on the highway system, but traffic doesn't seem to be getting any better.

Caltrans does constant traffic studies and knows which way the flow goes. It is time to stop painting diamonds on the roads, and start turning them over to the people who drive on them and pay for them. More lanes — in the direction more cars are going, is the only logical way to travel.

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## CLOSE - UP

# A Civilized and Rational Approach Serves Jack Williams Well

by Georgine Loveland

Jack Williams has elevated difficult arbitration, settlement of a dispute by an impartial third party, to an art form. The Inland Empire regional manager of the Employers Group has years of experience guiding opposing parties to the bargaining table to "sit down and discuss this" since he "got serious," and switched his studies from English literature to business and economics.

Williams' love of words has served him well. He was born in Trenton, N.J., and moved to Chattanooga, Tenn., where he finished high school and attended college at the University of Chattanooga, graduating with a bachelor of English literature degree. Inspired by a professor who was both a Rhodes and a Fulbright scholar, specializing in the works of Elizabethan authors, Williams had dreams of becoming a poet, writer, and teacher and spending his life in the heady environs of English literature.

He began his post graduate studies at the University of Kansas in Lawrence, but soon came to the realization that to disassociate himself from the "real" world was less than practical. He was married and his wife was working while he went to school. "I felt like a bum," he said. So, he switched directions and majored in business and economics.

Hoping to combine his word skills with a natural business acumen, following graduation he interviewed for the position of writer and editor at a General Motors plant, but that type of "crossover" job was being eliminated, and instead, he was hired as a labor relations representative for unions. "I was young and guileless," he remembered. "I stumbled into the human resources field after a while,

when a labor relations employment opportunity opened at the TWA maintenance headquarters. When I got that job, I thought I was really 'hot stuff.'"

A whole new world of challenges had appeared, and Williams worked for 10 years, gaining experience and expertise at four different locales: Kansas City, MO; New York, San Francisco, and Los

angeles. He continued to be involved with the labor unions, communicating with TWA pilots, machinists, and flight attendants, negotiating grievances and arbitrating differences.

There were two or three times when the situation at the picket lines turned ugly, when emotions were running high, and he was threatened physically. "I was young and foolhardy," he remembers. "But, by and large, those in management are honorable and are out to do a job (not at all costs), and are civilized and rational while diagnosing issues. 'Sit down and discuss.' The reasonable people taught me the most." Eventually, Williams began training supervisors and managers himself.



Jack Williams (second from right) with colleagues from the Employers Group

In 1983-84, he made another career turn, and became the person-

nel manager for St. John's Hospital and Health Center in Santa Monica.

Through the years, Williams had been aware of the Merchants and Manufacturing Association, the Employers Group's former name, which merged with the Federated Employers of the Bay Area to form the new employers' organization. He took a consultant's position, specializing in labor relations. After

10 years, Williams left to become the vice president of human resources for the Planned Parenthood organization of L.A., which involved the organization, development and training for 14 medical centers.

However, he missed the Employers Group and wanted to reaffiliate himself with it, and began making inquiries about a possible management position where he could put his years of experience to good use. Now, more than three months back, the Inland Empire regional manager fits "right into the mix. The support of former manager Barbara Crouch is really appreciated," he said.

Even with all his mediation, arbitration, and public relations experience, Williams admits to some nervous moments in his new

job, where "fear spread through my bones." One of these was while speaking at a large public meeting at the Mission Inn in Riverside, at the beginning of his second week. "I was trying to learn everyone's name and introduce myself without appearing self-conscious and foolish. I kept calling 'Jim' — 'Bob,' and they were very forgiving of me."

All through Williams' career, his love of language and his understanding and expert usage paved the way through many difficult bargaining sessions. He still writes media presentations and essays and contributes to several publications. Memos go directly to managers with information on how to most efficiently get issues relating to employers' interests directly before legislators.

"This has all been a worthwhile learning experience," he noted. "Instead of being an inside human resources guy, I'm now an ombudsman for various industries, and for employers statewide, rather than just regionally. I can talk to employers up close and personal on their own turf, regarding grass-roots concerns. I am not a lobbyist, but partner with organizations who have interests in legislation in Sacramento. My work now is much fuller, richer, and enjoyable, as I work on how to positively affect legislation."

Williams describes the Employers Group as a vital "watchdog" organization, responsible for safeguarding the welfare of employers, which in turn has positive effects on the employees who make all the wheels turn. It represents the entities, both public and private, who are members of the organization, and tries to remove the "carry-over" effects on employees that would occur if their employers have to shoulder too many burdens.



PRO

CON

THE ISSUE:

Proposition 26 would lower the vote requirement on local school bonds from two-thirds to a simple majority.

Information reprinted from the "Election Brief" published by EdSource Inc. is used to explain this pending legislation.

The state's constitution has always required a two-thirds vote to approve local bonded indebtedness. Proposition 26 is an initiative circulated for voter signatures by Silicon Valley entrepreneur, Reed Hastings. Qualifying for the ballot with more than the required 670,000 validated signatures, the initiative states its rationale is "to prepare our children for the 21st century; to implement class-size reduction; ensure that our children learn in a secure and safe environment, and ensure that school districts are accountable for prudent and responsible spending for school facilities."

If approved, the legislation would:

- reduce the vote required to approve a local general obligation school bond from two-thirds (66.7 percent) to a simple majority (50 percent + 1).

- add performance and financial accountability requirements, including audits, for the use of local bond money, and

- require school districts to provide "reasonably equivalent" facilities for charter schools attended by the district's students.

Proposition 26 would amend Articles XIII A and XVI to authorize a simple majority vote for the approval of local school bonds.

Bonds may be used for constructing, rehabilitating, furnishing,

and equipping schools. Proceeds could be used for the acquisition or lease of property, but not for purposes such as school staff salaries or operating costs. Certain audits and disclosures are also required evaluating the intended projects.

Currently, schools have two major funding sources for facilities: local general obligation bonds, authorized by two-thirds of the voters in the school district, and state general obligation bonds, authorized by a majority of all state voters. The local bonds are used for school buildings, and state bonds supplement local monies needed for new school construction, renovation, and other needs.

The potential financial impact of the proposition relates to the difference between a local general obligation bond, and a state general obligation bond, which "pledges the full faith and credit" of the state for payment of the premium and interest. The payments are made from the state's revenues, without an increase in state taxes.

When voters authorize a local bond, they are simultaneously authorizing an increase in local property taxes to pay the principal and interest. The "general obligation" means that voters accept any necessary tax increases, and always include an estimate.

Proposition 26 could shift a substantial part of the state's debt service to local debt service for kindergarten through community college facilities.

enues";

- In a previous election, California voters preferred to keep the two-thirds vote requirement;

- Many districts have successfully gained two-thirds approval in a bond election, partly because of more sophisticated campaigns, and

- The "accountability" provisions of the proposed legislation are specious.

The organization also asserts that "because a majority vote is relatively easy to achieve, districts will request 'extravagant' bond measures and homeowners could see their property taxes soon double."

The opposition to Proposition 26 is headed by Jon Coupal of the Howard Jarvis Taxpayers' Association. The organization opposes "watering down" the historical requirement for a two-thirds vote, and object to raising the property taxes.

The association introduces the following arguments against Prop 26:

- A majority vote does not make sense at the local level, because it affects just one group of taxpayers — property owners;

- The local matching requirement should be met by alternative local sources, such as developer fees, and "existing rev-

bond money is spent on projects approved by the voters. In addition, each school improvement project will undergo two annual, independent audits to ensure the project gets done on time and on budget.

"Good schools are necessary to attract and retain businesses in California, and to train the literate, technologically graduates we need," Zaremborg continued. The "Let's Fix Our Schools" initiative will provide funding to accommodate the 300,000 additional students entering the state's public schools over the next five years."

Californians overwhelmingly rank education as their highest priority, he said. "Proposition 26 will invest in California's schools, while holding school districts strictly accountable, ensuring that all local

CORPORATE PROFILE

Local Promoter Tunes Into Terrific Talent

by Georgine Loveland

Michael Scafuto is a happy man. He is the president of Mt. High Entertainment, recently relocated to new offices in Rancho Cucamonga, and his love of music and the entertainment world, combined with an astute business sense, has brought this Brooklyn, N.Y. native to the top of his form.

Growing up in New York, Scafuto learned about diplomacy and honor from his father, who

(his brother, Danny was serving in Viet Nam), and when he was discharged, he brought an advanced sound system back with him. "I had a state-of-the-art sound system before anyone here knew what they were," Scafuto remarked. "It would rival any club's system."

His father wasn't very happy about his son scoping out the music scene, but the future entertainment entrepreneur learned where all the best clubs were, and met many rising stars who were looking for

move to California, she should tell him then and they would "sell and move tomorrow." She did, and they arrived in 1978.

He worked for his cousin who had a Volkswagon dealership in Los Angeles, but he was bored. The next move was to Big Three Industries in Etiwanda, learning the field of cryogenics, where he worked with air frozen to -296 Fahrenheit, and then separated into various components which, "would kill you in a heartbeat."

This career wouldn't do, and he finally entered the entertainment promotion business by "accident." One evening toward the end of 1985, he and Joanie attended an "Oldies" show. "The entertainment was great, but the production was bad," he remembered. Joanie loved to dance and she wanted to go to another show. But, Scafuto had been bitten by the production bug, and he decided to produce his own. He knew he could do a lot better than the production they had just experienced.

"O.K. big shot, you're on your own," his wife told him. He made \$3500 the first time out and a new star-maker was born. "I had so much fun; I had a ball," he said.

Joanie Scafuto has volunteered at Alta Loma Elementary and Middle Schools for many years, and works in the library of the middle school their son, Anthony, attends. Daughter, Marie, lives in Staten Island, N.Y., and son, Michael, a Navy man, is on a six months' deployment on a carrier on the way to Korea!

A happy home life, gardening, and the family dogs—Gino (he's Italian) and Chi-Lin (he isn't), give him the equilibrium to balance a successful career in the hectic

world of show business. He is a firm believer in the old adage — "Little things are important."

Early in his career, he sold out the Chris Davis Supper Club with entertainers such as: the Shirelles, the Coasters, the Tokens and the Monte Carlos. Networking helped him book more and more fine performers, and the business grew. Mt. High Entertainment was the promoter of 400 shows in 1999, booking acts for festivals, clubs, corporate events, casinos, and overseas venues.

Acts range from "oldies" groups and the X Games and GT Bikes, Blades and Boards to nearly everything in between. Scafuto appreciates mariachi and "happy music" performed by groups such as the Beach Boys. The organization handles country, comedy, and rock 'n roll: Sawyer Brown, Clay Walker, Sinbad, George Carlin, Don Rickles (a really very nice man), B B King (a true gentleman), the Commodores, Wild Child,



Michael Scafuto (Hawaiian shirt) with Sawyer Brown

served as a union consultant, while operating nine warehouses and owned a small trucking business.

Following graduation from high school, Scafuto worked for his father and learned to drive an 18-wheeler when he was only 16. "I loved it," he remembered. "I was sent on trips to resorts in Michigan and other places. I was just a kid, a real "cowboy" and it was really interesting. We hauled different kinds of freight, from toys to corrugated boxes. Times have changed; it's not fun anymore, now they even have clocks in the trucks."

During his youth, Scafuto heard talented musical groups, including the Tokens of "The Lion Sleeps Tonight" fame, who were then singing on the street corners in New York, and rapidly developed an ear for commercial music. But then the army sent him to Korea

managers. He also breathed in the creative and business aspects of the music business — a "normal progression," he commented.

But, he stayed in the family's trucking business, even though, through the years, he felt like something was missing—a vague longing that he couldn't shake.

Joanie Scafuto, his wife, was responsible for her husband finding the niche that had eluded him for so long. She had traveled to Florida, but other than that, had never ventured far from Brooklyn. The family, including a two-and-a-half year-old daughter took an eight-week tour of the country, seeing everything they could on their way to visit relatives in California. She told her husband how much she loved the state. It was September and he said that on Christmas day, at dinner, if she still wanted to



Michael Scafuto and Leann Womack

Bowser and the Stingrays, 'Dem Brooklyn Bums swing band, and many others.

He is also a talent manager. "The future excites me," Scafuto added. "It's fun for me to see my performers go to the top and achieve their goals. That is satisfying to me. We are happy to be where we are," he explained. "I have been blessed."

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CORNER ON THE MARKET

Glasses for Your Vision Statement—How to Get Some!

by Ron Burgess

Creating a “real” vision for a company can be a difficult experience. “Real” means a vision that describes the heart and soul of a business, not just a statement on a wall with “rah-rah” posters that make a mockery of a poorly thought-through vision statement.

It has been said that management is doing things right; leadership is doing the right thing. A good vision statement defines the right thing for a company.

Some management gurus see vision statement development as an 80s trend that has run its course. Even Tom Peters seems to have reversed himself on the issue. However, the great companies that I see, whether formal or informal, seem to understand who they are, what they are about, and where they are going. A statement to formally communicate those issues can’t hurt the business. Better communication never does go in and out of fashion based on current management trends.

What makes some companies better? Clearly it is the leadership. Leadership that injects a passion for certain characteristics that the market finds attractive and will pay for. The market constantly compares and buys value (value is the combination of quality, service, image and price). It looks for companies that are socially responsible (or not socially irresponsible) and it prefers to do business where a relationship exists. Those characteristics are best delivered by employees who are motivated to provide them.

Employees reach for ideals that are larger than themselves and seen as beneficial to life in general and themselves in particular. The vision statement helps define and communicate a company’s direction and future. Core values set the standards that each associate should abide by.

Many, if not most, great leaders set the tone of vision and values based on a genuine sense for the spirit of competition, pride of producing quality products, or a sense of serving customers; the quest to be the best. The vision statement simply communicates this.

For companies that lack passion, the task is more difficult. Many companies are a result of the owner or founder’s need to make a living. These companies, motivated by profit alone, can become hollow and without a soul. They can survive, given a lucky market environment, but they are never great companies and they add little to society.

Communicating a vision and values that may add to the business and society may sound like a utopian notion; in fact building a company that is passionate about quality and motivates employees to excellence is also good business. Several research sources clearly illustrate that companies that are perceived as better, in fact enjoy higher profits, growth rates, and return on investment. Extra benefits are accrued in employee satisfaction, social contribution, and even life-changing contributions to the standard of living and society as a whole.

The company with leadership that does have passion may lack

communication of the vision, thus the reason for development. Some companies have a passion for quality and service, but have not articulated the future, leaving the employees wondering how they fit into the whole picture.

**Put on the glasses**

If you are a CEO or the owner of a company, what are your deep desires for the future? Are you motivated by money? Or want to leave a legacy? Or interested in fulfilled relationships? These characteristics can form the basis for how a company operates and what types of goals are set.

One successful insurance agency I know is genuinely motivated by helping people. This company is structured to offer substantial service beyond what average agents offer, without regard for the cost (but mindful of the economics of providing the service). With a plethora of insurance agents as competition, this company communicates real purpose and attempts to provide extraordinary service. Its success is assured, and it can grow as large as the infrastructure; but the focus is on growing only large enough to maximize services to clients — not profit. Building visions and values statements are never cookie-cutter projects (see December “Corner on the Market”); but here are some questions to get you started.

1. Define where your business is going, not in terms of volume size but positioning in your market. General Electric Company, known as one of the best-run companies in the world, has a hard rule about positioning. Only divisions and products that have a market position of number one or two are kept; the remaining are sold. They know from research that the likelihood of superior returns is higher for products with a dominant market position. They build value in their products specifically to achieve those goals. Smaller companies can define their position based on image in the market, relative size to competition, or goals that achieve economic cost savings, which will be used to finance customer value.

2. Define your vision based on how your customers will be treated. Companies that constantly try to

WOW experiences for customers know how hard this is, yet the attempt can create some incredible results.

3. Define your vision based on the quality, craftsmanship, or delivery of products and services.

4. Define your vision based on what the company wants to provide employees. Companies must provide value to customers to survive, but companies that try to create more than a paycheck for employees seem to add more to society and assure that value will continually be provided over the long haul. Employees spend more time at work than at any other activity; providing training or environment and other life-enriching activities can truly have an impact.

5. Define your vision based on the innovation to be achieved. In our rapidly changing technological environment, the integration of computers, the Internet and other new technology will touch most businesses. Only companies that evolve will survive. What type of culture for constructive change is important to your business?

6. Define your vision based on the prestige or aesthetics to be achieved or maintained. Who wants to buy from the mediocre company? Who wants to work for the mediocre company — other than Mr. Mediocre? Aim for something higher.

It is always better to take the time to build the real vision rather than whip something together because you want to have a Vision Statement on your wall. Changing a vision statement around the edges, over many years, may be appropriate; but a constantly changing vision statement only indicates entrepreneurial indecision, and signals the coming of frustration and discontent from employees.

For references used in this column or more on these subjects, go to the Internet at [www.burgessman.com/articles&columns](http://www.burgessman.com/articles&columns). Ron Burgess is president of Burgess Management Consultants, a small business consultancy, specializing in marketing resource management and technology. He may be contacted at 909-798-7092 or [ronb@burgessman.com](mailto:ronb@burgessman.com).

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GETTING ORGANIZED

Organizing Your Things-To-Do

by Cyndi J. Torres

Well, apprehensively, I’ve made the conversion from a paper-based planner system to a Palm III™ organizer! I decided that with the “New Year,” “New Century,” and “New Millennium,” it was time for a NEW planner system. I like and welcome change, so why was I apprehensive? I think it was the old “gotta have it on paper” mentality that, by the way, I’ve learned to let go of with ease.

I’ve been using my paper-based planner for more than 12 years now. This planner, combined with the use of Microsoft® Outlook on my PC, has been a very effective tool in helping me track things-to-do, appointments, important dates, projects, contacts, and other important stuff. Do I still have my paper-based planner? Yes, the lonely shell is still staring at me from its very nice, angled, acrylic stand placed at the front of my desk. It no longer, however, has my weekly calendar, addresses, or list of things-to-do in it, as these have all been quickly transferred into my Palm III™. (With the push of a button, it’s hot-synched!)

I won’t go in to the many features of the Palm III™, as this has already been nicely covered in previous issues of this publication under the Computers/Software column. In the near future, however, I will share tips and shortcuts to help you stay organized using a Palm III™ (or similar device).

This month, let’s focus on organizing your things-to-do list into various categories. Remember, I’m not referring to prioritizing your things-to-do, but categorizing them. Why categorize? Why not! The better organized you’ll be, just trust me.

Pre-Palm III™, in Microsoft® Outlook, I set up the following categories to organize my many tasks:

Administrative - a list of any business operational task such as bill paying, invoicing, making calls, etc.

Ambassador Committee - a list of any task to do with this Chamber of Commerce committee I chaired.

Client-Related - a list of calls, follow-up calls, session reminder calls, proposals to prep, etc.

Marketing - included Web site development tasks, articles to write, seminar prep tasks, etc.

NAPO - a list of any task I have to do with this industry-related association.

Office Supplies - an on-going list of supplies I need in the office and/or for clients.

Personal - an on-going list of any personal calls, errands, etc.

The preceding categories made perfect sense to me before, and worked very well. However, for the sake of change, in researching the Web for Palm-user tips, I visited the Web site of David Allen, a time management guru and Palm III™ user. Take a look at how he categorizes his things-to-do based on the tools he has available to him, and/or the specific place he happens to be:

Calls - personal or business (introductory, follow-up, reminder, etc.)

Computer - tasks to do if you have access to a computer, i.e., prep proposal, write letters, make labels, etc.

Errands - things-to-do or places to visit while out and about.

Home - tasks to do while you’re at home (read, laundry, organize closets, etc.).

Online - things to research while logged on to the Web.

Pending - things you’re waiting for from someone else.

Projects - tasks related to specific business or personal projects you’re working on.

Travel - things-to-do in preparation for your next personal or business trip.

Web Site - ideas, additions or

revisions to your site.

You could also have a SAVE-UP/TALK-TO category with the name of your boss, co-worker, assistant, spouse/partner, or anyone else you deal with often. This would be the place to keep an on-going list of things you need to speak to them about.

David’s categories make perfect sense too, and yes, I am going to change over to incorporate these categories into both my Palm III™ and Microsoft® Outlook. Why? Because it’s a new idea . . . to me!

Remember that it’s all just STUFF, and there’s no reason to junk up your brain with it. Learn to use some sort of planner/list system. A basic pad of paper works (just use one pad, though!). A full-blown paper-based planner works. A computer-based planner works (Outlook, Act!, Franklin-Covey, etc.). A palm-sized planner works. Just use something to capture the information, and don’t be afraid of change. As John Cage once said, “I can’t understand why people are frightened by new ideas. I’m frightened of old ones.”

Cyndi J. Torres is founder and principal of Streamline Organizing, a Pomona-based consulting business specializing in information and time management. Her clients range from corporate executives to small business entrepreneurs. Cyndi is also available for in-house seminars on the subject of organization. She can be reached by e-mail at [streamlineco@earthlink.net](mailto:streamlineco@earthlink.net), or by calling (909) 241-2690.

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## COMPUTERS/SOFTWARE

## The Wonderful World of Wireless

by J. Allen Leinberger

I was wrong.

When I first heard about the wireless Internet, I thought I would have to be across the room from my laptop — which would, in turn, have to be hard-wired through the phone lines — to my Internet server.

I was wrong. Wireless is more, much more.

When I saw that silly movie with Cindy Crawford, I noticed the bad guys were able to track satellite surveillance with a laptop in a speeding car. It now appears that none of that is very difficult. The Palm VII has been out for just under a year now and it allows you to link to: ABC News, The Weather Channel, ESPN sports, E\*Trade stocks and more. If you type in your address and the address of the place you are going to, it will even give

you directions. No more stopping at gas stations just because the lady in the passenger seat has seen too many comedy shows on her cable TV.

Yes, you can do all of these things on your home computer. The 56K modem and the DSL and even the fiber optic cable access allows you these options. But to do this sort of thing in the parking lot, or out on the Interstate, makes things exciting. Just flip up the antenna and you're on line.

But wait, there's more.

At the same time America Online was merging with Time-Warner in January, they were up to other things as well. The AOL system has linked up with Hewlett-Packard and with the Casio Cassiopeia hand-held PDAs (Personal Digital Assistants).

This means that these other

palm devices will have AOL's e-mail links in the new models. AOL has also signed an agreement with Public Broadcasting. Want to know what's on "Masterpiece Theater" next week? The answer can be found in your coat pocket.

There is more to the AOL merger, of course. Downstreaming will make watching a lot of HBO and Cinemax movies possible on your home monitor. Not to mention CNN news. It may even turn your hand-held device into a kind of Watchman. CBS, Disney/ABC, the NBC news and cable networks...and even the various news and sports channels of FOX, will all be looking for wireless links.

At the moment, the Palm Pilot is the best-selling pocket organizer on the market. It lets you track play-off scores. It lets you trade stocks at lunch. And thanks to Qualcomm, the San Diego company that had that incredible stock jump recently, it can also link to your cell phone so you can point-and-click phone numbers on the fly.

By the time you read this article, Apple computers will have their new "Palm"-based, hand-held out on the market. Ironically, it was the Apple Newton that started all of this in the early nineties, but that was long ago. Computer years are even shorter than dog years.

MGM/UA is shopping its library of more than 4000 films right now to an Internet provider that can downstream them. This will no doubt include all of those James Bond films.

Home and office computers are expanding in memory and speed, while they shrink in size and turn

funny colors. Cable companies are making telephone modems a thing of the past — like they did to TV antennas. Very soon, even the hand-helds will be old stuff. Dick Tracy style wrist radios are on the drawing board. Prototypes have already appeared at tech shows. The video phone that the phone company tried for so long to start up is about to become a reality. That beige box on your desk is going to get dusty.

The key to size is power! The first computers were little more than calculators and they took up an entire city block. As soon as fast computer chips become smaller than a dot and can run on tiny powerful batteries, or solar power, the potential becomes unlimited. How small? How colorful? How loud? People I have talked to with color screen Casios love them, even though the color hand-held monitor of today sucks up battery life.

I remember back in 1992, when I showed my HP95 to Astronaut Buzz Aldrin. He was fascinated with its abilities. Today, Col. Aldrin is on TV chasing after the Palm VII in some stock trading Website commercial.

Just as today we laugh at 286 computers with dot matrix printers, or old MAC IIs, the remarkable wireless Palm VII of today will soon be just another collector's item.

Like I said, I was wrong.

I started out to write a few words about how happy I am with the wireless functions of the Palm VII. It turned out that what I hold in my hand is just the beginning of a whole new generation of computing...and that may be an understatement!

Save the Date

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## EMPLOYERS GROUP

## AB 60 — WHEN ALL REASON FAILS

by Jack Williams, Inland Empire Regional Manager, the Employers Group

Before its November recess, the California State Legislature dove boldly back into the past to resurrect a requirement that all but four states had wisely ditched. That requirement is the payment of daily overtime for work over eight hours in a workday. The "Eight Hour Day Restoration and Workplace Flexibility Act of 1999" is the innocuous title given to this new law. The legislative sobriquet is AB 60 and it became effective Jan. 1, 2000.

But, don't be deluded by the word "flexibility" in the title; it has little of that. In fact, in some significant ways, it is more restrictive than the state's daily overtime requirement that was in effect before the 1998 Industrial Welfare Commission orders that abolished the eight-hour rule.

Just how is the new law on overtime more limiting than the previous law? Basically, AB 60 permits more limited alternative workweek schedules than were permitted under the previous IWC orders. For instance:

- A workday may require no more than 10 hours work, rather than up to 12 hours work in a workday under the old rules. Previously, the employer and employee were permitted to agree to the longer workday without

incurring an overtime obligation.

- Any work that is outside the agreed upon alternative work schedule is compensable at the appropriate overtime rate of pay. Therefore, employees who work different hours or different days than are in the agreed upon alternative work schedule, must be paid overtime compensation for such work.

- Employers must make a reasonable accommodation for employees who say they cannot work the agreed upon alternative schedule. This requires accommodating the work schedule to the personal needs of individual employees and is not limited only to religious accommodation.

These new requirements may seem innocent enough, but they severely limit what a worker and employer can do to create more mutually rewarding alternatives. A practice of allowing compensating time off to a worker, instead of only being able to reward him with overtime pay, is a popular and practical alternative. It worked before, why not now?

As a substitute, AB 60 permits a practice known as "make-up time." Under this concept, an employee may request time off to make up for work time missed during a workweek. However, the make-up time must be worked within the same workweek that the time off was given. This new requirement may create some sig-

nificant operational concerns. For example:

The employee must request it, in writing; the employer may not suggest it first. It may be difficult for the employee to make up the time lost in the same workweek. The employee may not work more than 11 hours in a workday, or 40 hours in a workweek, including the make-up time, without receiving overtime pay.

On the other hand, at least employers do not have to permit make-up time. They may refuse to allow it, or they may allow it, but only under very specific circumstances. They may also pick and choose which requests to honor...but this too may limit workplace flexibility. These lim-

ited options do not allow for much creativity. All in all, compensating time off, even with its restrictions, seems a better deal for employee and employer alike.

Individual managers may face individual liability for the underpayment of overtime. The penalty for a first offense is \$50 per employee each pay period. The penalties accelerate to \$100 per employee each pay period for each subsequent violation of AB 60.

The state labor commissioner has until July 1, 2000 to issue final regulations for administering this law. By then, ways may have been found to permit employers and employees to work and recreate without having to pay through the nose for the privilege.

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MANAGING

Start Off Your New Assignment With a Lighter Load

by Peta G. Penson

I recently stopped in to congratulate Ming, whose new plum assignment was about to begin. He looked at me balefully. A bad sign. As he began to chat amiably, the door opened and in came his frazzled administrative assistant, explaining that the "temp" to handle all the data piled on Ming's desk hadn't shown up yet. Moments later, a young, uncertain manager with a beseeching look rushed in with the chaotic presentation for tomorrow, which Ming fixed. Two more analysts crowded into the doorway clamoring for his attention, until he finally shut the door—a tough decision for a guy known for his open door policy.

Ming had invited me to observe a staff meeting he was

about to hold, telling me on the phone that his team was an enviable group of go-getters who had somehow become "stuck." When the clock said it was time for his staff meeting, I saw instead, a group of tired people wheeling their chairs into his office.

The meeting went smoothly, but I noticed that Ming did most of the talking. "We're all in this together," he said, describing the current corporate atmosphere as "serious" in the face of an exploding marketplace. "Here's the new revenue target for the company, and here's this group's new objectives and tasks." Repeatedly, Ming tried hard to elicit ideas and strategies for approaching the new targets, but in the end, he passed out assignments to a fairly silent bunch. As the room emptied, I hung back.

Ming's work is his life. So, when I tell him the team is exhausted and needs him to re-examine the task-loading, his shoulders slump with the prospect of yet another task that needs him to do it. He confesses he was really hoping that this new group would leap at the challenge, and let him get back a bit of his life. He's been struggling to accomplish the goals upper management expects him to meet, working long hours and weekends to do it. Somehow, despite his and the group's best intentions, the workload has gotten a stranglehold on this team.

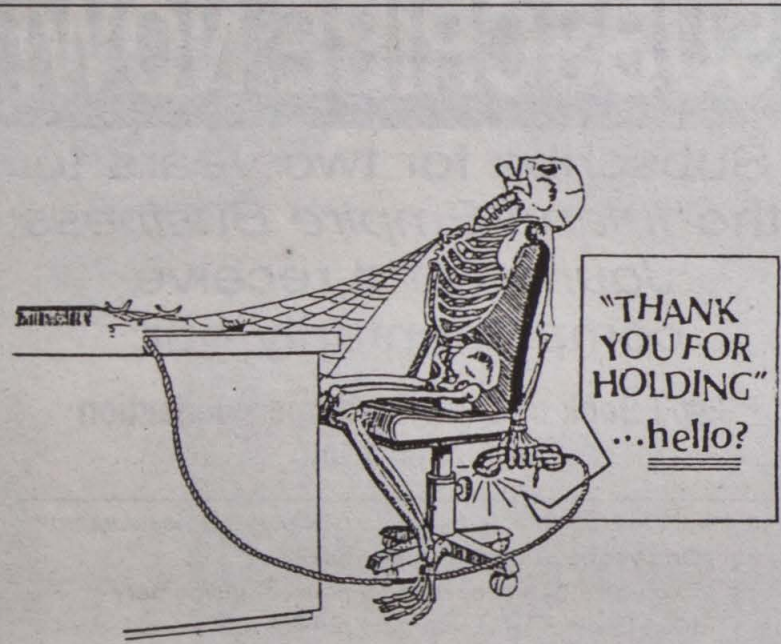
Whether you're on a self-managed team, a team leader, or more traditional manager, here are five suggestions experts say will help you redistribute uneven or too-heavy workloads, and get your team moving again. This is one of those key moments when the investment of a manager's time to size or re-size the workload can reap tremendous benefits.

1. Find the balance between what is challenging and what is achievable.
2. Evaluate the workload of individuals working for you. List your employees' current job assignments, and identify the priorities associated with each job. Prepare a plan that readjusts priorities for individuals or shifts job assignments, freeing them for certain employees.
3. Determine how your employees feel about performing their current tasks in terms of the level of effort and quality of product. Observe their work habits. How much time is spent visiting other employees? When do they come and leave, and how much time is spent in meetings? Ask them how they are doing, to gather reports of: too much time spent in meetings or waiting for others to complete their work before they can begin, and time spent solving communication problems—all

signs of lost productivity. Examine the work product. Are people producing low quality work because they are too rushed? stressed? confused about how to proceed?

3. Assign work on the basis of your analysis of how time is used productively. Tell them you're making the assignments based on your research. If this represents an increase in expectations, tell them about the obstacles you found: poor time planning, too-frequent meetings and so on. Support them with time management courses, or reward systems for productivity. (These can be non-monetary.)
4. Set short term goals for improving the tools available to team members. Identify areas you might tend to overlook because of the press of business. Consider improving operating systems; employee training and development; competitive analysis, and computer literacy training. Discuss new working relationships with other departments, identifying a revitalized direction and so on. Then, assign priorities and the level of work expectations for the areas identified.
5. Check that the goals are: measurable, achievable, relevant and controllable. Measurable, so you can quantify or express it in behavioral terms. Achievable, to be sure it's within employees' ability to accomplish. Relevant, to have a valuable effect on the work unit's productivity, and controllable, for monitoring and involvement if necessary.

If you sense that your team is overwhelmed or stuck in the mud and that your own load is far too heavy, you don't need an expert to bail you out. Take a moment to think through whether the remedy isn't a straightforward reassessment of the overall workload. As a good manager, periodically revisit these questions to help keep yourself on track.



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Libel Law, Your Good Name and the Media

by Lazaro E. Fernandez

One of the strengths of our nation is free speech. A free press and television media best encompass it. However, we also have a strong tradition of compensation for libel of individuals and businesses. There is a tension between free speech and one's reputation, as recent developments show.

Defamation means any publication that is injurious to the good name or reputation of another. It is broken down into two categories: slander and libel. Slander is spoken; libel shows up in print. For our purposes, I will use the term "defamation" to encompass both forms.

With regard to slander, there are certain categories that are per se slanderous. For example, words that input a crime, a loathsome disease or the lack of chastity, may constitute slander per se if false. In essence then, if the statement is true, then you have an absolute defense. You can also show through extrinsic evidence that certain words may constitute a slanderous statement.

With regard to libel, you must show a false and malicious writing that subjects the other person to, public scorn, hatred, contempt or ridicule. Again, truth is an absolute defense.

In dealing with public officials or figures, a person claiming defamation must show that the alleged statement is false and that it was done with actual malice or with reckless disregard for the truth. This is a two-part test. Although the statement might be false, you must show that the defendant acted with malice.

For example, the Atlanta Olympic security guard who went from hero to suspect in the bombing, sued the *Atlanta Journal-Constitution* for libel. A state court recently ruled that he is a public figure because he gave more than 10 press interviews prior to his being named as the prime suspect. This will make it harder for him to recover for his alleged

injuries.

You may have seen the "Prime Time Live" story regarding alleged abuses by Food Lion regarding outdated products. Food Lion sued and won a multi-million dollar jury verdict against ABC. On appeal, the award was reduced to several thousand dollars, but on further appeal, it was reduced down to a mere two dollars (\$2.00).

There will always be the tension between free speech and one's reputation. It is not easy for the courts to reconcile these competing demands. This is the price we pay for the ability to function in a free society.

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## Kaiser Permanente Presents \$25,000 Good Neighbor Grant

Kaiser Permanente Medical Center in Fontana recently awarded a \$25,000 Good Neighbor grant to the Children's Fund of San Bernardino County. The grant will support the new Children's Fund Assessment Center for physically and sexually abused children.

The goals of the Children's Fund Assessment Center are to reduce the trauma to child victims and their families, while obtaining the most accurate information possible during a child abuse investigation. This includes: medical examinations, forensic interviewing, diagnosis, and planning for treatment of suspected victims of child abuse in San Bernardino County.

The original Children's Fund Assessment Center was opened on Jan. 24, 1994. However, due to the increase in numbers of child abuse cases reported each year, a bigger

facility was needed to accommodate the needs of the children/

With the help of the Kaiser Permanente Good Neighbor Grant,

*"We are committed to supporting this program and doing what we can to minimize the additional discomfort and trauma children experience during an investigation of abuse."*

Children's Fund was able to expand its program by purchasing, remodeling, and furnishing a 5,000 sq. ft. building. Because of the additional

space, the new assessment center is now able to serve a larger population, in a more effective and efficient manner.

"The Children's Fund Assessment Center and its multidisciplinary approach to examining abused children, is a much-needed resource in our community," noted William Meyer, medical group administrator, Kaiser Permanente Medical Center in Fontana. "We are committed to supporting this program and doing what we can to minimize the additional discomfort and trauma children experience during an investigation of abuse."

Kaiser Permanente's Community Service Program was developed to improve the needs and conditions of the communities in which it serves. Grants are awarded to non-profit agencies, with special

emphasis on the medical needs of the indigent, domestic violence, and teen pregnancy prevention.

Kaiser Permanente, the nation's largest HMO, has been providing comprehensive, affordable health care to the Inland Empire for more than 50 years. The non-profit, group practice pre-payment plan evolved from health care programs at industrial locations, such as the Kaiser Steel Mill in Fontana, and was opened to public enrollment in 1945.

Today, the program provides health care to more than 5.4 million health plan members in California, including more than 340,000 people in the Inland Empire, at the Fontana Medical Center, and outpatient offices in: Claremont, Colton, Loma Linda, Montclair, Ontario, Rancho Cucamonga, San Bernardino, and Victorville.

## Hemet Valley Medical Center Named One of the Nation's Top Hospitals

Hemet Valley Medical Center has been recognized by HCIA and The Health Network as a recipient of the "1999 100 Top Hospitals™: National Benchmarks for Success Award." The hospital's recognition for clinical excellence and efficient delivery of care was published in *Modern Healthcare* magazine, the leading health care industry publication.

The study is based solely on objective, quantitative performance data that are consistent and complete for all hospitals in the U.S. It identifies top-performing hospitals, based on quality of

care, efficiency of operations, and sustainability of overall performance.

This year's ranking is based on the following eight measures of clinical quality practices, operations, and financial management:

1. risk-adjusted mortality index;
2. risk-adjusted complications index;
3. severity-adjusted average length of stay;
4. expense per adjusted discharge, case mix and wage adjusted;
5. profitability (cash flow margin);
6. proportion of outpatient revenue;

7. index of total facility occupancy, and
8. productivity (total asset turnover ratio).

"Valley Health System is very proud of the dedication to high quality and cost effective care given by a team of more than 900 employees, 100 physicians, and 250 volunteers from the Hemet Valley Medical Center who have led our community medical center to be named to this distinguished list of hospitals," said John Lauri, CEO.

"The announcement of the 100 Top Hospitals™ is a timely response to President Clinton's concern about hospital outcomes," said Jean Chenoweth, senior vice president of HCIA. "The 100 Top Hospitals™ are shining examples of hospitals that have built a culture around continuous performance improvement."

"With the explosion of available health news and information on television and the Internet, consumers are taking greater control of their personal health and expenses," said J. Tod Fetherling, senior vice president of The Health Network.com. "The 100 Top Hospitals™ study helps consumers make informed decisions about their health care, by learning which hospitals offer superior care at lower costs."

The study analyzes the nation's hospitals, using empirical performance data from publicly available sources. This methodology ensures that the focus is on statistical rather than anecdotal evidence of top performance. The measures for the 1999 study stress quality of care, efficiency of operations, and sustainability of overall performance.

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## ECONOMIC FORECAST

### Riverside is Programmed to Fast-Forward Into a Prosperous Future

by Georgine Loveland

Magic is definitely afoot in the city and county of Riverside. Visionaries such as the University of California, Riverside Chancellor Raymond Orbach, Michael J. Beck, and many others are setting their sights on the benefits of higher technology ventures to sharpen the economy and develop a keen-edged advantage for the area's rapidly growing population.

Michael J. Beck is the director of new initiatives and economic development at UCR. Propelled by the concept of successful private/public partnerships working toward the overall betterment of the lives of Riverside residents, Chancellor Orbach created the new initiatives office about five years ago, and recruited a man of boundless energy, thoughtfulness, and focused drive to fill it. Beck has all his "ducks in a row."

He sees the key objective of the campus and his office, as a stimulus for economic development in the region. As the fastest-growing county in California, Riverside is provided with a vast array of opportunities to increase its prosperity. "Currently the Inland Empire is home to more low-tech companies, but to achieve greatness, the region needs more diversity, technology, and 'high-

learning' job opportunities," he said.

"A big portion of what we do deals with the concept of creating a competitive advantage for companies in categories such as: biotechnology, electronics, information technology and capabilities, and environmental technology, with the leadership to facilitate the economics of the region.

"We need to bring in more technological, industrial, and environmental businesses—in addition to the light manufacturing, warehousing, and marketing center-based industries already in place, using the Riverside Regional Technology Park as a catalyst." The 39-acre UCR Research Park, part of the 856-acre technology park, is included under the banner of the Hunter Business Park Specific Plan.

"We are trying to create an environment similar to Orange County's, in regard to its industrial diversity. There has been a phenomenal, rapid progression here, from the economy of 20 years ago," Beck added.

The effort is a partnership, linking local businesses, UCR, the city and county of Riverside and related agencies, local chambers of commerce, and the immense pride and ambition of the Riverside citizenry. Mayor Ron Loveridge,

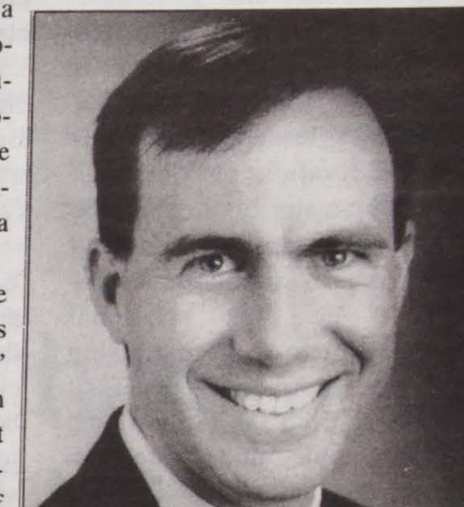
inspired the push toward a "smart" community, second-to-none in information and communication technology, and the progressive leadership of the late Art Pick helped to pull the community together to coordinate a solid infrastructure.

Beck is one of the prime movers and shakers of this endeavor. "He is the hand in it," commented Donna Morris, an account executive for Best Temporary Services, and a member of the Hunter Park Board of the Greater Riverside Chambers of Commerce.

A born trailblazer, Beck grew up in Glendora and entered the business world at the age of five, working on gardening and plumbing projects, "simple concepts," he noted. He began doing "batch card" entries on a computer when he was nine years old, and took a computer class at a community college when he reached 11.

A graduate of UCR, with a degree in business economics, Beck began setting up annual fund programming at the university. He then worked for Northrop Aircraft where he expedited programming a control system for locating necessary parts for military aircraft, and had a lot of fun, too. "I've always loved computers," he explained.

He returned to UCR to create



Michael Beck

the office for Special Programs and Public Ceremonies, and developed an even closer relationship with the Riverside community.

From developing University Village, a formerly run-down area that is now a busy shopping center, UCR, working with the City of Riverside Development Agency and the Southland Land Corporation, created "A New Front Door" to the university environs—to the Gateway Mural project—community cooperation, courageous leadership, and vision have made all the difference.

If anyone should ask why businesses and industries would relocate to Riverside, UCR's Michael Beck would surely answer, "And, why not?"

## A New Partner for the Small Business Owner

by Gary Hill, American Management Partners

Most people start a business to do something they love. But, how many realize what it means to be an employer?

Who is aware of CAL/OSHA fining a business thousands of dollars for safety violations, or dealing with a sexual harassment lawsuit? And, how can a small business hope to retain top talent when large companies offer more attractive benefits?

While the typical professional employment organization (PEO) handles payroll and benefits admin-

istration, today's small business owners requires more. They can't afford to react to an operations problem or large fine, "after the fact."

American Management Partners (AMP) is a proactive partner, a new breed of PEO. As a co-

*"Imagine being a small software company about to hire a new employee who would have access to highly confidential information. Reference checks reveal nothing. After we ran a background check, one of our HR advisors found that the potential employee had a prison record and outstanding warrants."*

employer, the firm works with clients on: hiring and termination; workplace discrimination and violence; safety; employee-related laws; regulatory compliance issues; payroll administration; tax payments; Workers' Compensation, and state unemployment premiums and claims. AMP also enables its clients to offer "big company" benefits to their employees.

John Whitney, AMP president, said, "Imagine being a small software company about to hire a new employee who would have access to highly confidential information. Reference checks reveal nothing. After we ran a background check,

one of our HR advisors found that the potential employee had a prison record and outstanding warrants."

AMP offers a management system with a Web-based interface that allows clients to modify benefits programs; receive up-to-the-minute information; have on-line guidance; download forms, and e-mail their advisor. This system removes the hassle and worry from the equation, leaving time to focus on what's really important—running the business.

AMP can be reached by calling, (714) 996-1818, or visit [GHill@amp-yourhrdept.com](mailto:GHill@amp-yourhrdept.com).



# Charity Begins at Home by Doing Homework Before Giving

by June Casey

Americans are generous! Last year they gave an estimated \$165 billion to churches and to charities — for causes ranging from cancer research to ecological preservation of wetlands. While the majority of charitable organizations are legitimate and subscribe to standards established by the National Association of Fundraising Executives, American generosity has spurred the proliferation of less noble-minded fundraisers.

Profit-motivated telemarketing outfits routinely sweep into an area and offer an 80/20 split to organizations with whom they

contract to raise money; that is, 80 percent goes directly into the professional fundraisers' pockets, according to Dan Langan. Langan is spokesman for the National Charities Information Bureau, a watchdog group originally established to oversee fundraising activities of war relief organizations during World War I. He noted that many of the groups who accept the 80/20 split are not in fact, charities: "They're often membership organizations dedicated to improving compensation and working conditions for their members."

The recent California attorney general's report on charity fundraising listed several organ-

izations as receiving less than 15 percent of the money raised, among them are:

- Marshalls Association of San Bernardino County
- California Council of Blind, Inland Valley areas
- Reserve Police Officers Association
- Correctional Peace Officers Association
- Redlands Festival Ballet

The Children's Make a Wish Foundation was listed as receiving 0.00% of funds for actual charitable work.

How can a consumer check out an organization before making a donation? "Ask questions," said Langan. "Say: send me something in writing that tells me exactly who you are;

what you're raising money for, and what percentage of the money your spend goes to charitable work."

He said consumers can also check with their local Better Business Bureaus. Some evaluate charities operating in their communities. "Ask if they hold them accountable," Langan added, "and if so, how?"

Langan gave high marks to the California attorney general's office for rooting out fundraising operations that are downright fraudulent, noting that the operator of an organization who solicited car and truck donations, only to sell them at a used-car lot, was recently sentenced to five years in prison.

## Heritage Hospital's Urgent Care Center Closed

Heritage Hospital's Urgent Care Center, located at Heritage Hospital, 10841 White Oak Avenue, Rancho Cucamonga, has been closed since Friday, Jan. 14, until further notice. Patients may request their records by calling Medical Records at (909) 481-2316.

Patients should contact their primary care provider prior to seek-

ing care at an urgent care or emergency center. Urgent care services can be accessed in emergency rooms at any of the following locations: San Antonio Community Hospital in Upland; U.S. Family Care in Montclair; Chino Valley Medical Center in Chino; Redlands Community Hospital in Redlands, and Arrowhead Regional Medical Center in Colton.

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# How to Convince Someone Who "Just Doesn't Get It"

by Beverly Bailey

While sexual harassment law has been in existence for many years, the number of sexual harassment charges filed with the EEOC has doubled from 1991 to 1997, and monetary relief for victims of sexual harassment has increased. Under sexual harassment law, not only is the company liable but so are the supervisors.

Companies are counseled to have written policies prohibiting sexual harassment, and to provide sexual harassment training for their supervisors. But, sometimes this is not enough. Often, especially in the case of senior executives, such training is interpreted as, "it doesn't apply to me" or, "I'm just being friendly, this seems like a lot of nonsense."

What can a company do if it finds itself with a very productive employee that they have received sexual harassment complaints about, and the company has counseled the employee only to find there are more complaints? The employee is confused and just can't seem to understand the seriousness of their action in the work environment. I've heard the story often: "one of our senior managers is going through a mid-life crisis..." "this is a side to him/her we haven't seen before..." "he's had an affair and it's ended badly"... The bottom line is that the "our organization is at risk. This is an issue for every employer at some time or another.

In situations like this it is often most helpful to find a training resource outside the organization that can provide individualized training. When my colleagues or I are brought in by a company to counsel and train a senior executive, we are the "loaded guns" that can be effective when nothing else works. Why? Two Reasons:

1. We, as outside experts, can be blunt, honest and to the point. We paint the picture for the employee, listing specific behaviors that have offended people, and the likely consequences of that behavior if it continues. The fact is the employee can be sued, and the organization can be sued.

We can give the ultimate pitch: "If you don't listen to me now, you will likely listen in court as a witness testifying against you." Companies can

protect themselves from lawsuits by providing individual training. If the offending behavior continues, the trainer is often brought in as a witness, testifying on the extent the company went to solve the problem.

Once we have their attention, then counseling and behavior change can really work. One-on-one training

offers communication opportunities that do not exist in-group employee training. Here, the employee can air their opinions and beliefs, and by doing so, begin to see how their behavior could be offensive to another.

We live in a different world than the one that existed 10, 20, 30 years

ago. Companies cannot afford to ignore complaints of sexual harassment simply because the offending person is a valuable employee. When ordinary training is not enough, one-on-one training can be successful in helping companies keep good employees and maintain a harassment free workplace.

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## International Trade Program Has Strong Impact Locally

International Trade can prove to be a critical element for businesses aiming to prosper in the new millennium. With this in mind, Inland Empire International Trade (IEIT) continues its commitment to assist local businesses in San Bernardino and Riverside counties interested in increasing their international market

presence.

The program, based in Riverside at the Inland Empire Small Business Development Center (SBDC), assists companies that are examining the possibilities of exporting their products or services overseas. The program offers free one-on-one consulting services, assistance with international market

research, and low cost workshops focusing on topics relative to international trade. IEIT services have had a significant impact on local businesses, and the program is currently enjoying its most successful year since its inception in 1995.

Since July 1999, when trade manager Alan Elgandy joined the program,

IEIT has assisted Inland Empire companies in achieving export actions totaling \$6,715,000. Not included in that total is a pending export transaction exceeding \$10 million.

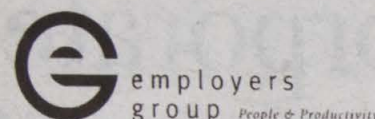
One of the beneficiaries of IEIT services was Karam Savanah Agriculture, located in Ontario. Karam Savanah is a manufacturer and distributor of various products, including: fertilizers, livestock, and veterinary medicine. Karam Savanah's manager, Dr. Mustafa Mubasher said, "Mr. Elgandy and IEIT have been instrumental in expanding our agriculture export business, specifically to the Middle East and Europe."

Another Inland Empire company that took advantage of IEIT export consulting services was SAW Company of Rancho Cucamonga. SAW specializes in the medical supplies field and has been in business since January 1998. The company approached IEIT for assistance with the basics of exporting; export marketing; product classification, and methods of payment assistance. Mr. Elgandy provided SAW with market research reports, trade leads, medical supply distributors overseas and in the U.S. With this assistance, it was able to achieve much success in increasing its international market presence.

According to Mr. Shaffa Washington, president of SAW, "Together with IEIT, we achieved remarkable success in the international field in terms of increasing our international business. Mr. Elgandy was able to assist in securing business relationships with buyers in South Africa, Ghana and Nigeria."

IEIT's main focus is to achieve measurable economic development in the Inland Empire region, through the creation of export actions among small businesses that can lead to increased sales, profits, and creation of jobs. The program is a part of L.A. Trade, which is funded through a grant from the federal Economic Development Administration (EDA). The program is hosted by the Inland Empire SBDC and the Inland Empire Economic Partnership.

For additional information contact: Alan Elgandy, Trade Manager, Inland Empire International Trade, 1157 Spruce Street, Riverside, CA 92501. Phone (909) 781-2350 FAX (909) 781-2353, Web site: [www.iesbdc.org](http://www.iesbdc.org)



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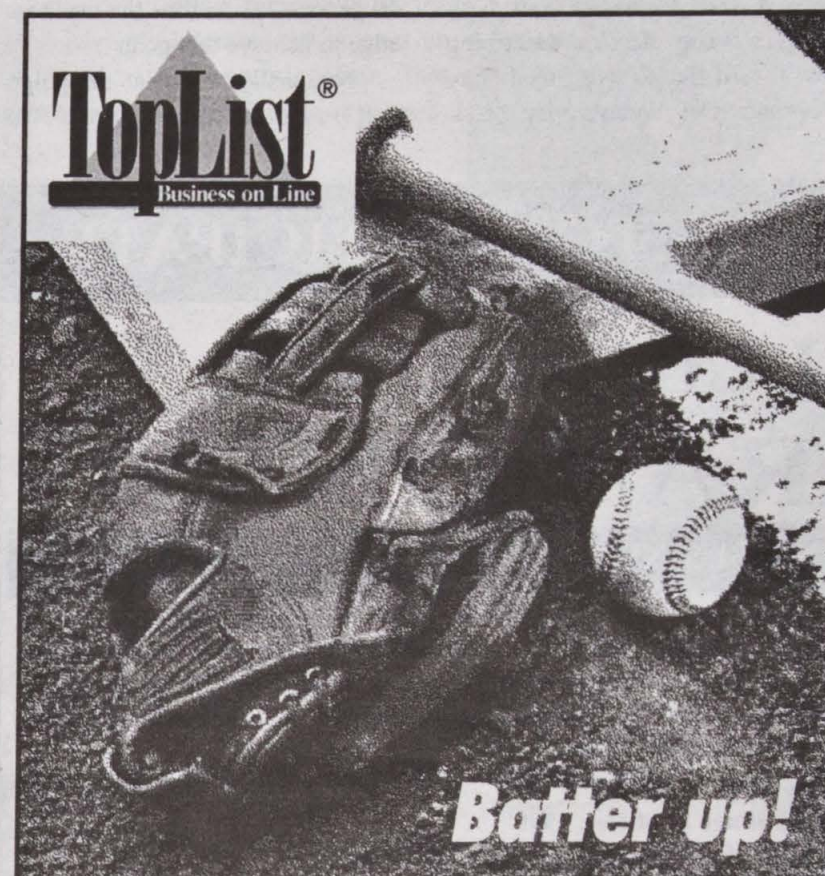
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## Del Webb Launches National Brand Advertising Campaign

Del Webb Corporation, a dominant firm in the active adult housing market, has launched a multi-million dollar advertising campaign to establish it not only as a residential builder, but also as a brand builder.

The print and broadcast ad program, themed "Live On," is designed to make "Del Webb" and "Sun City" terms that are associat-

ed with an active retirement lifestyle, as well as the selling of homes. It is the first time that a company in this niche has conducted a major advertising campaign for this purpose.

"We want people to say they want a Del Webb or Sun City lifestyle when they're describing how they'd like to live," said Gary Newman, Del Webb's vice presi-

dent of marketing. "Just as Kleenex means tissues, Del Webb and Sun City will come to describe our distinct active lifestyle." Newman emphasizes that Del Webb, compared with other similar homebuilders, has more experience — 40 years — as well as the business edge to achieve this goal.

Nationally, the print campaign will run a multi-month cycle in

high-profile magazines, such as: *Modern Maturity*, *Reader's Digest*, *Time*, *Newsweek*, *New Choices*, and *Better Homes and Gardens*. Television ads will run in key markets, initially Chicago, Seattle and Los Angeles.

"They are intended to raise awareness of our national brand while differentiating our product's unique and rewarding way of helping foster active adult living," Newman stated. "This direction is atypical of what you usually see from builders and developers, who generally take a more retail approach."

Del Webb Corporation, based in Phoenix, is the nation's leading builder of active adult communities for people age 55 and older. It is also the seventh largest builder of single-family homes in the United States and last year recorded revenues of \$1.47 billion.

### Cliffstar Corporation to Acquire Northland Cranberries' Private Label

Cliffstar Corporation has announced that it has signed a definitive agreement to acquire the private label division of publicly traded Northland Cranberries Inc.

"This acquisition will continue our growth as one of the nation's leading private label juice manufacturers and offer the opportunity for improved services, efficiencies and flexibility in our bottling operations," said Sean McGirr, president of Cliffstar Corporation.

Cliffstar will acquire Northland's private label product line that includes a wide array of cranberry, apple, grapefruit and grape juice products. "This acquisition, in combination with consumer trends and our recent acquisition of Carolina Products, provides expanded opportunities for growers and customers of Cliffstar," Robert Gioia, Cliffstar's chairman, stated.

Cliffstar manufactures more than 145 quality brand label fruit juices and drinks for customers throughout North America. The company operates manufacturing facilities in Dunkirk, NY; Joplin, MO; Fontana, CA and Greer, SC.

## Who Would Ever Have Thought...? Adversity Cannot Conquer High Desert Entrepreneur

by Michelle Lovato

Tomas Alvin is currently in the "cleaning" business. However, his life story is a tribute to ingenuity.

Raised in California's "high desert," Alvin spent much of his life as an aspiring musician. His mother says Alvin showed an interest in music when he was just a toddler. By age 13, he was featured in public performances. When he grew older, he toured with bands from Ohio to California and played in "The Lighthouse," a Hermosa Beach jazz club, which Alvin said is well known as the oldest and most famous of its kind.

But, in 1975, on a return trip from the high desert, he fell asleep at the wheel of his car. A terrible accident occurred that left him in a wheelchair, paralyzed from the waist down.

*"After I made my first recipes at home, I was amazed at how great my skin felt without all that fake stuff in it"*

But his optimistic spirit kept him hungry to devour life, despite his condition. He built a career as an elementary and high school teacher. He also created an in-home music studio; worked with scores of local musicians mixing sounds, including: jazz, reggae, blues and world fusion. This fine musician recently posted a sample of his own multiple percussionist talent on an Internet Web site.

Three years ago, Alvin embarked on a new challenge. As he noticed his aging body begin to change, he saw that store-bought soaps were irritating and no longer worked as well. A conversation with a former colleague changed his life.

Raised in a "semi-farming" setting, the new entrepreneur had learned how to make

bath soap from lard at a young age. Many moons later, he took that knowledge and a few good recipes from the Internet and created an all-natural soap that washed away his problem.

"After I made my first recipes at home, I was amazed at how great my skin felt without all that fake stuff in it," he said.

Soon afterward, Alvin's family started using it. A new challenge arose with the skin condition of Alvin's young nephew, lovingly nick-named "Itchy." It seems the young toddler couldn't make it through bath time without extreme dryness and itching. Alvin said doctors couldn't find anything to help the tot. That's when he created a recipe with tea tree oil and other antifungal ingredients. It worked.

Over the last three years, several of Alvin's family members have offered advice to make the product better. Vitamin E oil, Jojoba and other ingredients were introduced. Now, some of the soap's basic ingre-

dients include: hemp oil, cocoa butter, shea butter and, of course, oatmeal, one of nature's best exfoliants. He now offers scents using natural lavender, sage, cedar and tea tree oil. Alvin's products can be found on the Internet at [maxpages.com/soap420/home](http://maxpages.com/soap420/home).

Now that he has washed his creative slate clean, this multi-talented individual is thinking of entering the computer field, an industry in which he will most likely emerge as a shining example.



Thomas Alvin showing off his latest soap creations.

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In a special supplement in the March 2000 issue of *Inland Empire Business Journal* we'll show you the faces of the future. We will identify, profile and honor 40 young professionals whose success in businesses and organizations of all kinds is setting the pace for the future of our region. We are looking for innovative achievers — entrepreneurs, small business owners, executives, and professionals who are making a mark for themselves with their energy, ideas and commitment to excellence.

- **Deadline for nominations: February 2000**
- **Nominees must be less than 40 years of age as of Dec. 1999**
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Nominee: \_\_\_\_\_  
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 e-mail address: \_\_\_\_\_  
 Business phone number: \_\_\_\_\_  
 Age (as of Dec. 1, 1999): \_\_\_\_\_  
 Birthdate (must be included): \_\_\_\_\_  
 College(s) attended: \_\_\_\_\_  
 Business accomplishments (job responsibilities, special projects, business-related affiliations): \_\_\_\_\_  
 \_\_\_\_\_  
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 Achievements and awards (memberships, special recognition): \_\_\_\_\_  
 \_\_\_\_\_  
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# IN THE INTEREST OF WOMEN

## Not Just a Pretty Face; Cake Art Tastes Great!

by Diana Jackson

Bernadette Landry's business has grown substantially in the past seven months. In fact, business has been so good, she had to hire additional staff. She still can't keep up with the demand. Try to get a couple of minutes of Bernadette's time to talk about the development that has brought her so much success — forget about it.

All of this demand is due to a picture drawn in edible ink — an \$11,000 investment in technology and a dedication to the gourmet arts. What this success story is really about is the Inland Empire consumers' appreciation for cake, photography, and a high-tech ability to bring the two together.

This otherwise unlikely triple recipe that "Bonnie's Country Bakery" creates for its Norco customers, has become a popular confection in just six months. Bonnie's Country Bakery specializes in gourmet pastries, chocolates and other delectables. Bernadette, "Bonnie" to her friends, remembers that it was less

than two years ago at a trade show, that she was introduced to a new type of cake decorating equipment.

Think of it as an ink jet printer for cake, as preposterous as that may seem. We've all gone to the

to put a customer's favorite photograph on the cake, personalizing that special occasion pastry to the ultimate degree.

Imagine your parents' anniversary cake decorated with a photo of them at their high school

and style, Bonnie's chefs electronically scan the photo to a printer. Basically, this is the same way you would scan a photograph for Web site or print publications.

The next step, however, is how Bonnie makes electronic gadgets work for artful creations. The photograph is replicated on rice paper with edible inks; transferred to the top of the cake, and finished with creative borders. Of course, the PhotoCake is slightly more expensive, about \$10 to \$15 for each one, but the price difference has not affected its popularity. Bonnie now sees about one PhotoCake a day carried out her door in the arms of its satisfied customer.

So satisfied, her business in this fairly unique cake decorating is literally a word-of-mouth advertising campaign initiated by her customers. Bonnie will tell you that the photos are the hooks, but the cake is what the customer really expects to be good. Moist, flavorful and delicious! Bonnie says that's according to her customers, so there's no need to take just her word for it.



"PhotoCake," a combination of scanning technology and wonderful cooking skills

local bakery for a cake to celebrate some special occasion, considering scores of ideas and trying to decide just what to put on that cake. Most of us end up with something we like, but it isn't as personal as we would like. Well, what Bonnie discovered was a way

prom or their first date. All this is possible with Bonnie's introduction of the "PhotoCake," a combination of scanning technology and wonderful cooking skills. Essentially, what happens when a customer brings a photograph into the bakery and chooses the flavor

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# IN THE INTEREST OF WOMEN

## Human Relation Expert Will Discuss Mentoring at PWR Dinner Meeting

Human relation consultant Barbara Lee Crouch will discuss the role mentoring plays in developing women's professional careers at the Feb. 16 meeting of the Professional Women's Roundtable, beginning at 6 p.m. at Canyon Crest Country Club, 975 Clubhouse Drive, in Riverside.

Crouch, who retired from the Inland Empire Employers Group after 21 years as regional manager and senior staff consultant, subsequently established Barbara Lee Crouch & Associates, a company that provides human resource con-

sultant training to corporations.

She has more than 25 years of generalist experience in human resource management, with a highly diverse industry background encompassing: manufacturing, food processing, and retail operations. She has directed personnel departments for companies with more than 3,000 employees.

Crouch lectures widely and provides expert commentary to the local media. She also authors technical articles in human resource management and coordinates the annual "Human Resources Guide"

for the *Inland Empire Business Journal*.

She is an advisor to the Human Resource Legal Certificate Program, offered through University of California Riverside Extension to advanced human resource professionals. She also serves on the board of the Inland Empire Industrial Relations Research Association, a group she helped to establish.

Crouch is a member of the Riverside mayor's steering committee to coordinate the resources of the city's four higher education institutes with the workforce, education, and research needs of the business community. She is also a guest lecturer at UCR, the University of Redlands, Cal Poly Pomona, and Riverside Community College.

A former competitive roller



Barbara Lee Crouch

skater and skating costume designer, Crouch was recognized in 1991 as one of the most influential women in the Inland Empire, and in 1996 was named a "Woman of Distinction" by the *Inland Empire Business Press*.

## PWR Presents Awards to Members at January Annual Meeting

Plaques for the Professional Women's Roundtable 1999 awards were presented to: Marg McKnight, editor of PWRLine; Linda Hurley, membership recruitment; Joanne Gordon, meeting coordination; Eileen Blaga, greeter; and Wini Samstag, historian, at the organization's annual meeting.

Certificates of appreciation were awarded to: Cherie Arnold, managing editor of *FY Magazine*; Ingrid Anthony, managing editor of the *Inland Empire Business Journal*; and Tessa Jarrett, editor of the *Riverside Business Journal*, for their continued support of PWR, and for all the press coverage they have given the group this past year.

The executive board members for 1999 also received plaques in appreciation for their dedication and their volunteer contributions to the board and the group: Robbie Motter, founder/director; Michele Broad, co-director; Gisella Thomas, membership; Tessa Jarrett, communication; Barbara Ragsdale, finance; Paula Sato, records management; Deborah St. Martin, treasurer, and Roberta Phillips, secretary.

The new executive board members for 2000 were introduced: Robbie Motter, founder/director; Michele Broad, co-director; Shirley Kerr, member-

ship; Tessa Jarrett, communication; Paula Sato, records management; Wini Samstag, treasurer, and Gisella Thomas, secretary.

Certificates were awarded to: Chris Maddox, proofreader of the award-winning newsletter; Eppi Azzareto, distribution of the newsletter; Karen Bergh, co-editor of the newsletter; Sue Boles, greeter; and Karen Koenig, greeter.

Singer/musician Ed Burtette provided the entertainment. Members and guests had plenty of time to network and to exchange conversation at the tables.

Five new members were welcomed by Shirley Kerr, membership chair: Michelle Herting, Sally Ann Maas, Lidia Saavedra and Jan Swisher. Other new members included: Pamela Leigh Donaldson, Elizabeth Olsen and Courtney Pepper.

PWR is a non-profit 501C3 organization whose mission is dedicated to enhance business growth and educational opportunities for women in the Riverside and San Bernardino County areas. PWR is an affiliate chapter of the National Association for Female Executives (NAFE). Members come from all regions of the Inland Empire, including the Temecula, Menifee, Moreno Valley and Perris Valley areas. Call Robbie Motter at 1-888-244-4420 for more information.

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## City of Riverside...

continued from page 3

rial, and administrative needs of growing companies. When you include the supply of graduates from nearby colleges and universities, the result is a supply of more than 20,000 graduates per year.

Riverside is also recognized as a leader in K-12 education, demonstrated by a recent *Press-Enterprise* analysis of Inland Empire public high schools, which ranked two of Riverside's high schools as the top two schools for academic performance in the Inland Empire. As a result of a number of public/private partnerships, Riverside's public schools are incorporating technology into their curriculum, to better serve the growing demand for employees with exceptional technical knowledge associated with the traditional reading, writing, and mathematical skills.

As the fastest growing county in California, Riverside provides opportunities that other areas only dream about. The Riverside County Economic Development Agency (EDA) is dedicated to the success of the region by facilitating business development through numerous business assistance programs. When it comes to outdoor sports like hot-air ballooning, tennis, golf, rock climbing, sky diving, water sports, and mountain and desert hiking, the county has it and more.

In addition, an extensive list of health spas and luxury resorts with golf and tennis facilities blanket Palm Springs and the Coachella Valley. World-renowned tennis and golf tournaments are annual features.

The growing crowd at the annual Temecula Valley Balloon & Wine Festival is testament to the importance of Riverside County as a producer of fine varietal wines. Riverside County's long history and great diversity have led to the creation of several fairs and festi-

vals. Residents and tourists alike fill the streets during the Orange Blossom Festival.

The Ramona Pageant, California's official state outdoor play, is held in Hemet each year, and the Riverside County Fair and National Date Festival in Indio attract visitors from across the continent. Moviegoers and industry leaders attend the Palm Springs International Film Festival and the Temecula International Film Festival.

California has one of the most sophisticated freeway and highway systems in the country. The Inland Empire is one of the few locations within Southern California that does not experience the same frustrating level of congestion that occurs in Los Angeles, San Diego, or Orange counties. The Riverside Regional Technology Park has easy access to the 1-215, 60 and 91 freeways. The area is easily served by nearby Ontario International Airport and the Riverside Municipal Airport, which features a corporate aviation facility and full charter services.

With the population growth; the intellectual and technical advances being developed by the colleges and universities; the exceptional quality of life; and the competitive cost of living; the Riverside Regional Technology Park is the right location for innovative companies looking for that ultimate competitive advantage.

One of the key competitive advantages benefiting city of Riverside companies is the access to graduates and students from the four institutions of higher learning located within the city — the University of California, Riverside; California Baptist University; La Sierra University; and Riverside Community College, which provides a sizable pool of technology employees for companies in the region.

## Faces in Business



### Pat Knight

Branch Manager, North County Bank

Pat Knight has recently been named branch manager of North County Bank's (NCB) Beaumont office. She will be responsible for sales management, customer relations and development, overseeing overall branch performance with emphasis on customer service.

Lea Hines, vice president/retail sales and service manager for NCB, said, "Pat's outstanding banking and management experience is an asset to the NCB management team."

Before joining North County Bank, Knight was human resources manager for Greater Nevada Credit Union in Carson City, and was formerly the vp/branch manager for Community Bank in San Bernardino. She is a veteran of 21 years in the banking business.

Prior to moving, Knight served as treasurer for Soroptimist International of Yucaipa, and was actively involved with the Yucaipa Chamber of Commerce.

She also volunteers at "The Other Place"—an Alzheimers center in Redlands, and with the Redland High School-Compact Program.

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## I.E. PEOPLE

### Sartaj Singh

Restaurateur

Sartaj Singh grew up on a 50-acre farm in Punjab, an agricultural region in northwest India where his family grew everything from grain and cotton, to rice and sugarcane. After graduating from college with a B.A. in political science and history, Singh happened to dine at an Italian restaurant in a Punjab city. His life was forever changed.

Singh traveled to Naples, Italy, where he had a friend, and there he enrolled in a cooking school. A year and a half later he had earned his culinary degree and went to work as a cook at that city's Piccolo Mondo Hotel, honing his skills before immigrating to the United States.

He worked for two years as a chef at the Portofino Restaurant in La Habra, before opening his own restaurant in Loma Linda. He sold that restaurant and two years ago opened Chianti Ristorante Italiano at 8045 N. Vineyard Ave. in Rancho Cucamonga. Chianti has 5,000 square feet and 30 tables.

Singh describes the restaurant's cuisine as "principally Northern Italian, with some southern touches." His signature dishes include linguini pescatore with fresh fish, salmon, and shrimp, and a filet with scampi in brandy sauce.

When he isn't at Chianti's, which is open seven days a week from 11 a.m. to 3 p.m. for lunch, and 3 p.m. to 10 p.m. for dinner, Singh, 39, enjoys spending time with his wife and two children.

## COMMERCIAL REAL ESTATE

## Pitfalls That May Snag Buyers of Newly Constructed Homes

(Editor's note: With all of the construction underway in the Inland Empire and elsewhere locally, homeowners buying "newly constructed" houses are more likely to suffer the consequences of a variety of construction defects. This article, written by Thomas E. Miller Esquire of the Miller Law Firm, experts on construction defect law, provides valuable information for every homebuyer to consider.)

by Thomas E. Miller Esq.

Whether a homeowner should institute legal action, and against whom, is something that should be carefully considered. The following questions are those that are most frequently asked in relation to construction defect litigation. However, because the laws of each state vary so greatly, local attorneys and experts should be consulted on each of these points, and homeowners should not rely specifically on the advice given below.

**Question:** What is a construction defect?

**Answer:**

Almost any condition that reduces the value of the unit or home or common area can be legally recognized as a defect in design, workmanship, or a defect related to landslide or settlement conditions. Courts throughout the United States have recognized three primary categories of defects for which damages are recoverable by the homeowner or homeowners' association:

a. Defects in design, workmanship, and materials such as dry rot, water seepage, faulty drainage, improper landscaping and irrigation, termite infestation, improper materials, structural failure or collapse, defective plumbing, electrical wiring, inadequate environmental controls, lighting or security, insufficient insulation and poor sound protection, and inadequate fire walls or equipment.

b. Landslide and earth settlement problems such as: expansive

soils, underground water or streams, ancient landslides, vertical settlement, horizontal movement and land sloughing or sliding, superficial failures, slope failures, improper compaction, inadequate grading, and poor drainage.

c. Structural failures and earth movement conditions are much more catastrophic in nature and present both personal injury and substantial property damage exposure. Landslide and settlement conditions may result in collapse of roofs, cracks in slabs, walls, foundations, and ceilings, disturbance of public or private utilities, and sometimes a complete undermining of the structures.

**Question:** How do I prove that a defect exists?

**Answer:**

Most situations require the services of an expert. Experts are those who have the necessary training, education, and experience to give testimony in court as to the cause of a defect and the proper method and cost of repairs. For example, if the roof leaks, an expert architect who has designed effective roofs and evaluated other leaky roofs would be in a good position to testify as to why that specific roof leaks. The expert will provide a professional opinion as to how to correct the defect-causing condition. While a general contractor can adequately repair a damaged roof or cracked slab, he is not the best person to identify the cause of the failure or the proper repair method. A lawyer cannot, in most cases, prove a case against the developer unless he has such a qualified expert. Architects and engineers are used most frequently.

**Question:** How long do I have to file a lawsuit?

**Answer:**

In California, the statute requires the homeowners' association to file suit within 10 years from the time of substantial completion of the home or condominium. While the courts provide some leniency as to when "discovery" of a defect occurs, boards of directors are required to be vigilant in pursu-

ing a claim. Generally, the courts say that the defect must be of such a magnitude that a reasonable person or board of directors would have or should have discovered it. However, surveys of homeowners' complaints, correspondence with the builder, board of director's minutes, architectural committee reports, budget reserve studies, and experts' reports may indicate that a defect has been discovered. Upon discovery of the defect, take prompt, appropriate action to protect your rights.

**Question:** What kind of damages can I recover in a lawsuit?

**Answer:**

a. Cost of repairs and reasonable fees. Most courts are clear in awarding a homeowners' association the cost of repairing the defective common areas, plus any damages that result from common area defects. Also recoverable are whatever reasonable fees have been paid to an expert to evaluate the cause of the defects, and their costs in supervising the repairs. Any court costs and litigation costs are usually recoverable, except for attorneys' fees.

b. Punitive damages. Other types of damages are also recoverable. For example, punitive damages (damages awarded for sake of example and to deter similar conduct in the future) may be awarded where the developer knows of certain defects at the time of construction or unit sales and makes no dis-

closure, or conceals the problems from the prospective buyers. It may also occur where the builder should have known about building code violations during construction, which threaten the structures or safety of the inhabitants.

c. Relocation costs/stigma. If property is damaged to the extent that the owner is required to temporarily vacate the premises for repairs, such loss of use is another source of possible recovery. In some states, the permanent loss of market value of a unit or project after repairs have been effected, over and above the costs of repair, may be recoverable. This situation may arise when a project has developed a poor reputation in the real estate community because of the vast number of problems and disclosure requirements.

**Question:** What should I do if the developer has agreed to make the necessary repairs??

**Answer:**

It may still be prudent to consult an experienced lawyer who can assist in locating a proper expert to use as a consultant to evaluate the developer's proposed investigation of the problem and his repair methods. You will also want the expert to oversee actual repairs. Once repairs are agreed upon, the attorney can draft a proper specific release which does not

continued on page 41

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HEALTH CARE

Pomona Hospital Remembers History and Celebrates Accomplishments

One hundred years ago, as residents of the Inland Valley prepared for the holidays and a new century, a Southern Pacific train wreck on Christmas Eve, 1899 on White Avenue in Pomona, startled and saddened local residents. Three passengers died at the scene and more than 30 people on board were injured. Two more passengers died within days of the accident.

For Pomona Valley Hospital Medical Center, this century-old event became a milestone in its history. It was the train accident that served as the impetus for the founding of Pomona's first hospital.

When the tragedy occurred, citizens of Pomona rushed to the victims' aid; opening their homes to care for the injured until they could be taken to Los Angeles hospitals by horse-drawn ambulances. In an effort spearheaded by Eliza B. Bradbury, concerned citizens developed a partnership that led to the founding of the Pomona Valley Hospital Association.

Five years later, Pomona's first 12-bed hospital, a two-and-a half story frame house on Piedmont (now Kingsley) and Garey Avenues, opened in December 1904 as the first Inland Valley hospital and the predecessor of today's Pomona Valley Hospital Medical Center.

From the 12-bed facility, the community-based hospital has grown into a 436-bed general, acute care regional medical center. Three centers of excellence have been established: the Robert and Beverly Lewis Family Cancer Care Center, the Stead Heart Center and the Women's Center.

Just before the recent turn of the century, Pomona Valley Hospital Medical Center was recognized, for the third time in four years, by the HCIA, a health care information company, and the Health Network, as one of the recipients of the 1999 100 Top Hospitals: National Benchmarks for Success award. "Only three hospitals in California have received this honor, and PVHMC is the only California teaching hospital to be recognized," stated president and CEO Richard E. Yochum.

The study identifies top performing hospitals based upon: quality of care, efficiency of operation, and sustainability of overall performance. PVHMC has also been presented with the 100 Top Hospitals: Orthopedic Benchmarks for Success study award by HCIA and the Health Network, and a Year 2000 Blue Ribbon Award for leadership and excellence from the Pacific Business Group on Health.

"Just as the hospital has responded to community needs through changing technology, expertise and growth of services, PVHMC is prepared to meet future community needs in the years to come," said Richard Yochum, president/CEO, Pomona Valley Hospital Medical Center.

REAL ESTATE

Seven of Nation's 10 Most Expensive Housing Markets are in California

Despite a vibrant California economy that is expected to generate 400,000 new jobs in the coming year, the share of working families able to afford a median-priced home continues to fall, according to a report published by the National Association of Home Builders.

Another seven California regions—Oakland, Santa Barbara, Napa, Los Angeles, Ventura, Stockton, and Orange County—appeared in the "top 25" ranking of most expensive residential housing.

In San Francisco, the median family income is \$72,400, while the median home sale price is \$407,000, according to the survey. By contrast, the median household income in the nation's most affordable city, Springfield, Illinois, is \$56,000, with the median home sales price at \$91,000.

"That means that about 90 percent of the homes are affordable to families earning the median income," said Robert Rivinius, CEO of the California Building Industry Association.

"We have areas of the state where the cost of government regulation alone is more than the entire home in Springfield," he added, referring to a recent report from the Building Industry Association of

**LEAST AFFORDABLE HOUSING IN AMERICA**  
One-Year Comparison  
1998

Metro Area	Rank	Share of Homes Affordable for Median Income	Median Family Income	Median Sales Price
San Francisco	1	19.7	\$78,600	\$355,000
Santa Cruz	3	32.1	\$58,700	\$260,000
San Jose	5	37.0	\$77,200	\$315,000
Salinas	6	37.7	\$48,200	\$193,000
Santa Rosa	8	40.3	\$54,300	\$210,000
San Diego	15	n/a	n/a	n/a

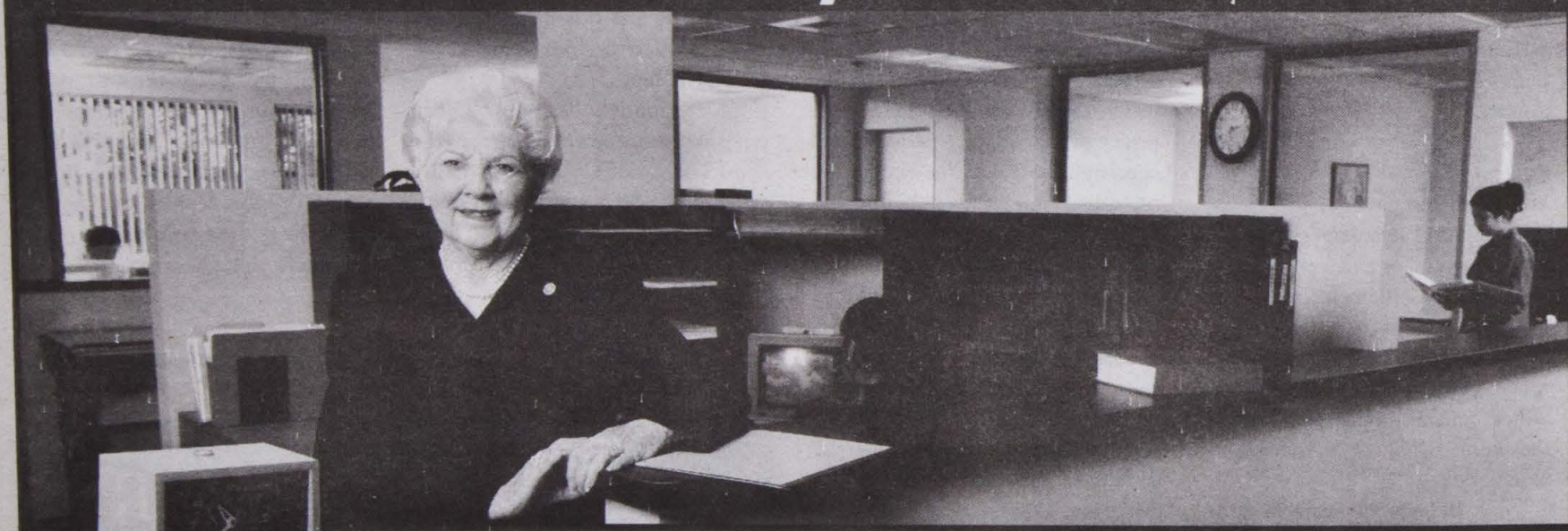
**1999**

San Francisco	1	11.9	\$72,400	\$407,000
Santa Cruz	2	19.2	\$61,000	\$306,000
San Jose	5	27.5	\$82,600	\$35,500
Salinas	6	27.7	\$49,400	\$209,000
Santa Rosa	4	26.4	\$55,900	\$235,000
San Diego	9	n/a	n/a	n/a

A third-quarter 1999 survey comparing family income to home sales prices in 25 cities nation-wide, showed that seven California cities dominated the "top 10" list of least affordable metropolitan areas in the country last year [see accompanying sidebar]. San Francisco and Santa Cruz/ Watsonville ranked at the top of the list of least affordable metropolitan areas in the U.S.

*continued on page 44*

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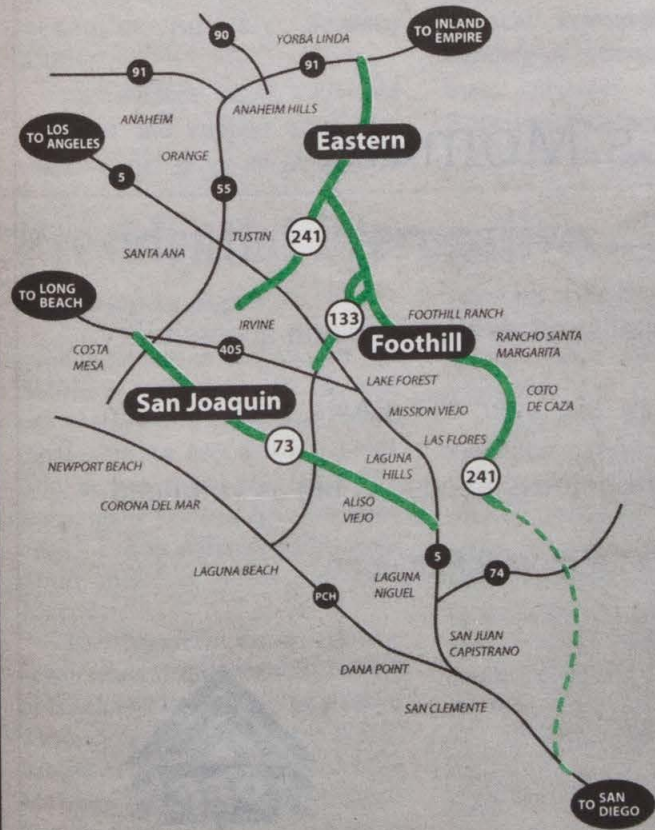
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## EDUCATION

# Demand for Investment Advice is Growing

The value of professional investment advice continues to grow. Today, investors have far more at stake. They have sizable investment portfolios and are concerned not only about their retirement, their children's college education and caring for their parents, but also about the complexities of tax and estate planning. Add to that a proliferation in investment choices, and it's clear to see why the demand for objective, professional investment advice continues to grow. As one of the most trusted and knowledgeable advisors, Certified Public Accountants (CPAs) are in a unique position to help meet their clients' need for sound investment advice.

To help CPAs meet this growing demand, the American Institute for Certified Public Accountants (AICPA) and Fidelity Investments' Institutional Brokerage Group (IBG) announced the formation of a strategic alliance whereby IBG will be the exclusive and preferred provider of custody and clearing services in the AICPA's Center for Investment Advisory Services (CIAS).

The alliance offers CPAs the resources and support needed to establish and grow an investment

advisory practice. CPAs interested in the AICPA's program can get more information by calling 1-877-662-4273 or by visiting <http://investmentadvisory.aicpa.org>. CPAs interested in IBG's services and the benefits offered to AICPA members, may call 1-800-854-4772.

"As one of the most trusted professional service providers, consumers are increasingly turning to their CPAs for help in planning and implementing their investment strategies," said Barry Melancon, president and chief executive officer, AICPA. "Investment advising moves the CPA to a higher service platform, in the context of financial planning. We believe that our alliance with IBG is an important cornerstone. The combined services offered in our Center for Investment Advisory Services will enable our members to enhance their practices and their value to clients by offering services to help meet clients' growing needs."

"We are excited about the opportunity to help the AICPA's members expand their practices by entering or enhancing their investment advisory business," said Robert P. Mazzarella, president, Fidelity's Institutional Brokerage

Group. "In designing our offering, we tried to be particularly sensitive to the issues that CPAs may encounter when becoming investment advisors, including: startup support, a comprehensive selection of non-proprietary investment products, technology, and practice building services."

"The Center for Investment Advisory Services is a member-driven initiative designed to help CPAs compete in an evolving marketplace," added Melancon. "Through the center, the AICPA continues to promote CPAs, particularly Personal Financial Specialists, as trusted financial advisors. The center's resources prepare CPAs to maintain high standards as they take on the role of investment advisor, and provides continuing support to CPAs in that role."

As part of AICPA's Center for Investment Advisory Services, IBG will offer CPAs resources, tools, and support needed to offer investment advisory services to their clients, including competitive pricing and other value added services in the following areas:

- Brokerage and Investment Services
- Technology Services

- Business Development Services
- Operations and client services, and
- Start-up guide

The American Institute of Certified Public Accountants is the national professional association of CPAs, with more than 330,000 members in business and industry, public practice, government, and education. It sets U.S. ethical standards for the profession, auditing standards and, with the Financial Accounting Standards Board, U.S. accounting standards.

IBG provides a full range of investment products, technologies and services to institutional brokerage clients, including correspondent broker-dealers, registered investment advisors, and third party administrators.

Fidelity Investments is the nation's largest mutual fund company and a leading provider of financial services. Fidelity offers investment management, retirement, brokerage and shareholder services directly to individuals and institutions, and through financial intermediaries. At Nov. 30, 1999, Fidelity had total managed assets of \$893.8 billion.

## Presidential Prerogative...

*continued from page 3*

training schools in the U.S. that specializes in vintage aircraft. He himself has flown in everything from a Piper Cub to supersonic aircraft. And he has flown the DC-3 "for many, many years in different situations," and in different parts of the world, including Africa and South America.

The Mexican DC-3 odyssey began when Zedillo learned that one of the classic World War II transports was tucked away in the presidential hangar at Benito Juarez Airport in Mexico City. "It is an air force plane that has been brought out of retirement and is being rehabilitated from nose to tail," Pappas said.

"I understand he had a love of the DC-3 and wanted to fly in one," Pappas added, noting that the plane,

flown by every U.S. airline until the introduction of modern jets, has a special appeal for the baby-boom generation.

Apparently, that fascination also extends to Mexican baby boomers. Zedillo, 48, was elected to a six-year term of office in 1994. He leaves office at the end of this year. The air force ground crew staff is scrambling to ready the historic 59-year-old aircraft for flight. "It hasn't flown for a number of years," said Pappas. They are in a "huge rush" to get it operable. He noted that he is in almost daily contact with the staff, advising them on everything from where to get parts to guidance on maintenance.

Pappas said that the cost of refurbishing a DC-3 runs from \$200,000 to \$1 million, depending on a number of factors; including whether the

engine is new or rebuilt; the sophistication of the avionics installed, and the lavishness of the interior fittings.

Although he declined to say how much DreamFlight has been paid to train the four pilots, Pappas said the cost is roughly equivalent to "what a

*"The plane has been brought out of retirement and is being rehabilitated from nose to tail. I understand [President Zedillo] had a love of the DC-3 and wanted to fly in one."*

pilot would spend to get his type rating to become qualified in a corporate jet." The cost of type rating training typically runs from \$15,000 to \$20,000 per pilot.

Meanwhile, the Mexican pilots are scheduled to return to Corona in March for additional training in the

aircraft, which is limited to an altitude of 12,000 feet — because the cabin is not pressurized.

Pappas said there are no DC-3s flying in the U.S. on a commercial basis. In other parts of the world, however, they are still in use as passenger planes.

In addition to training pilots, DreamFlight makes both corporate jets and World War II-era planes available to corporations and individuals, and also offers a charter membership to pilots who want to share the costs of owning and flying vintage aircraft. The current fleet is comprised of the DC-3 and an AT6, a 1941-vintage advanced trainer that American pilots flew before graduating to "one of the heavy fighters," according to Pappas. He also plans to acquire a PBX, a patrol bomber of the same era.



EDUCATION/LAW

Redlands High School Takes Mock Trial County Championship

Redlands High School triumphed over Apple Valley High School to claim the 1999-2000 San Bernardino County Mock Trial championship, which concluded Saturday, Jan. 8 at the Foothill Law and Justice Center. This is the fourth year running that Redlands took the top spot as county champions. The school also claimed the championship in 1992-93.

County Superintendent Herbert Fischer, together with District Attorney Dennis Stout, announced the winner after exhaustive morning and afternoon sessions in which the performances of both teams were highly praised by the judge, Art McKinister.

Stout said his office was proud to co-sponsor the event, remarking that he is always on the lookout for

good attorneys and that he saw many fine prospects in the final rounds of competition.

Apple Valley claimed the championship six consecutive years - 1985-86 through 1990-91 and again in 1994-95.

The Redlands team will represent San Bernardino County at the state competition—March 31 through April 2 in Sacramento.

The County Mock Trial competition is co-sponsored by the San Bernardino County superintendent of schools and the San Bernardino County district attorney's office.

"The excellence of our program is largely attributed to the enthusiastic and knowledgeable support provided by members of the legal community who graciously donate their time and expertise," said Janene Brunett,

SBCSS Mock Trial coordinator.

"We had 45 attorneys from the public defender's office and the district attorney's office, as well as 20 municipal and superior court judges from San Bernardino County participate in this year's program," continued Brunett.

In the county finals, as in the preliminary rounds, teams battled a simulated criminal case in court, portraying each of the principal courtroom characters before real superior or municipal court judges. Competition consisted of four rounds in which each team presented both the prosecution and defense arguments twice.

Stout and supervising deputy public defender, Lauri Ferguson of the San Bernardino County public defender's office, officiated as the attorney scorers. Redlands teacher Donna St. George served as the

lead teacher coach. Mike Knish, deputy public defender, served as attorney coach.

In this year's case, People vs. Rose, the issues of poisoning, assault with a deadly weapon, and search and seizure were argued in a timely and controversial case. Twenty-nine teams from 27 schools throughout the county participated in this year's program.

The competition promotes self-confidence and critical thinking by encouraging young people to develop their analytical abilities and communication skills. Students acquire a working knowledge of legal institutions and the judicial system, as their teams study a hypothetical case, conduct legal research, and receive guidance from volunteer attorneys in courtroom procedure and trial preparation.

Big League Dreams...

continued from page 3

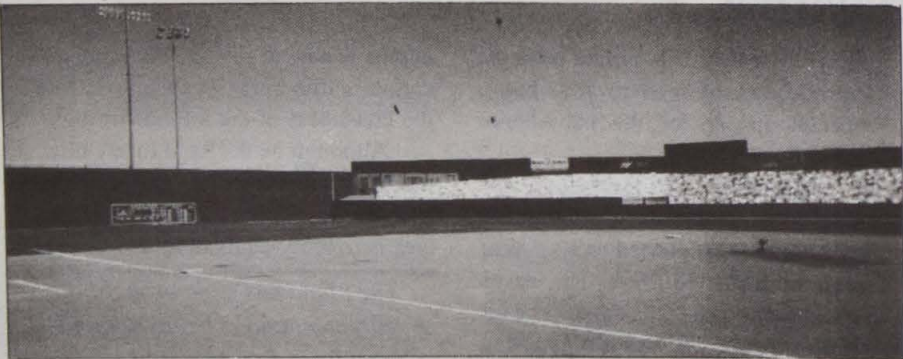
will feature a variety of sports facilities, but will be best known for the scaled-down versions of famous major-league baseball stadiums.

The new park will have a total of five ballfields, sized perfectly for youth baseball or adult softball. Three of the fields will be stadium replicas. Boston's Fenway Park, complete with the "Green Monster" left field wall, will be easily recognizable to even the most casual sports fan. (The Cathedral City facility also has a Fenway replica.)

The other two stadium recreations will have a sense of baseball history. One will be a replica of The Polo Grounds of New York, where Bobby Thomson's "Shot Heard 'Round the World" won the 1951 National League Pennant. It was also where Willie Mays made his famous catch in deep center-field, of a long drive from the bat of Vic Wertz in the 1954 World Series. The third stadium will be a replica of Forbes Field in Pittsburgh, best remembered for Bill Mazeroski's dramatic homerun, which won the

1960 World Series. Both Forbes Field and the Polo Grounds were torn down many years ago.

Besides the three stadium replicas, the 40-acre park will also consist of two other softball/baseball fields; roller hockey; basketball; indoor and outdoor soccer areas; sand volleyball courts; batting cages



Big League Dreams Staff Photo  
"The Big Green Monster" Fenway Park replica Big League Dreams Sports Park, Cathedral City, CA. and also in Big League Dreams Riverside

ket is strong," said Jeff Odekirk one of the managing partners (with his brother Rick) of Big League Dreams. "We have requests to book a tournament every weekend for the next two years."

The facility will also host a large number of special events. Concerts, dog shows, and conven-

tion/corporate outings all play a role in Cathedral City. "We've been fortunate enough to be the host of a wide variety of events there, and with Jurupa Park's proximity to Los Angeles, we're getting a great response," said Odekirk.

The tournament, special event and corporate activities have had a tremendous economic impact on Cathedral City and the entire Coachella Valley. "The studies we've done show that the tourists who visited the park last year brought an estimated \$12 million to the local economy," said Paul Shillcock, economic development director for Cathedral City.

Big League Dreams opened its doors on Jan. 10, 1998, hosting the Pepsi All-Star Softball Game. This celebrity softball game, which featured some of the great names in major league baseball, playing a seven-inning charity game, is televised every year by NBC coast-to-coast.

With 4,000 spectators in attendance and almost seven million more viewing the game on TV, Big League Dreams was unveiled to the country for the first time.

the sports for both youth and adults. (In Cathedral City, more than 200 adult teams play league softball on a weekly basis—men's, women's and co-ed teams of all levels of skills and abilities.)

Each weekend, there is a tournament scheduled for the Mira Loma Park. "The tournament mar-

Top Commercial / Industrial Contractors

Listed Alphabetically

Firm Address City, State, Zip	# I.E. Proj. (completed) 1985 - 1999	Comm. Bldgs. in I.E. Indstl. Bldgs. in I.E. (sq. ft. completed)	# of Licensed Contractors Company Headquarters	Specialties	Clientele/Projects	Top Local Exec. Title Phone/Fax E-mail Address
<b>Al Shankle Construction Co.</b> 4214 E. La Palma Ave. Anaheim, CA 92807	30+	750,000 2,500,000	1 Anaheim	Concrete Tilt-Up, Industrial & Office Tenant Improvements Historical Restoration	U.S. Borax, Farmer Bros. Coffee, UPS	<b>Al Shankle</b> CEO/President (714) 996-8960/528-3649
<b>Arnold Industries</b> 14742 Newport, #103 Tustin, CA 92680	143	8,106,021 11,708,932	4 Tustin	Commercial, Industrial, Retail, New Construction, T.I./Remodel	The Home Depot, Alexander Haagen Co., Wal-mart Stores, Inc.	<b>Peter Arnold</b> Chairman (714) 544-2828/544-2105
<b>Capstone Construction Co., Inc.</b> 3651 Third Street Riverside, CA 92501	477	847,200 405,700	1 Riverside	Tri-City Corp. Center, Riverside Comm. Hosp., Health Net, Chicago Title, I.E.H.P.	St. Bernadine Med. Ctr., Koll, Riv. Comm. Hosp., H. Inn Toro, Redlands Fed. B., CB Commercial	<b>Bruce T. Heiliger</b> President (909) 682-6225/682-6406
<b>Dominion Contractors, Inc.</b> 15375 Barranca Pkwy., Ste. C 104 Irvine, CA 92618	6	2,000,000 2,000,000	4 Vancouver	Design-Build Construction Mgmt. General Construction	Trammell Crow/Centrepointe Assisted Living Services Nolet Spirits/Ketel One	<b>Randy Scott</b> Sr. Vice President (949) 450-0433/450-0733 darnold@santaana.dominionco.com
<b>E.L. Yeager Const. Co., Inc.</b> 1995 Agua Mansa Rd. Riverside, CA 92509	32	5 115,000,000	20 (Engineers) Riverside	Freeways, Railroads, Flood Control Damage, Streets Subdivision, Grading	Caltrans, Corps of Engineers, S.B., Rivers., Orange, LA Counties, Cities (50), Private(200)	<b>Carl Boyer</b> President (909) 684-5360/684-1644
<b>Fullmer Construction</b> 1725 South Grove Ave. Ontario, CA 91761	210	N/A 27,000,000	2 Ontario	Concrete Tilt-Ups, Industrial, Tenant Improvements, Systems Furniture	Bridgestone/Firestone Kushwood Furniture Fender Musical Instruments	<b>Robert A. Fullmer</b> President (909) 947-9467/947-5241 jim@fullmerco.com
<b>G.J. Murphy Construction</b> P.O. Box 1124 Palm Desert, CA 92261	46	310,000 160,000	1 Palm Desert	Retail Buildings, Medical Buildings, Commercial/Industrial	Town Ctr. Plaza Plm Desert One Eleven Town Ctr.(Ph I & III) Indio Medical Clinics	<b>Rod Murphy</b> President (760) 340-9423/568-4429
<b>HBI Construction</b> 4921 Birch, Ste. One Newport Beach, CA 92660	102	2,850,000 4,110,000	1 Newport Beach	Commercial, Industrial, Health Care, R&D, Retail, Tenant Improvement	Costco Watkins IBG	<b>Peter J. Last/Tom Eads</b> CEO/COO (949) 851-2211/851-2410 jlinden@hbiconst.com
<b>J.D. Diffenbaugh Inc.</b> 2375 Chicago Ave. Riverside, CA 92507	296	7,500,000 8,900,000	1 Riverside	Concrete Tilt-Up, Mid-Rise Office, Medical	Smart & Final, Cattelus, Trammell Crow General American, The Irvine Co.	<b>Jack Hawkins</b> President (909) 684-2820/684-3604
<b>Marco Dev. &amp; Construction, Inc.</b> P.O. Box 1407 Moreno Valley, CA 92556-1407	355	185,000 205,000	2 Ontario	Commercial Remodeling, Tenant Improvements, Store Remodeling	Kmart Corp., Industrial Remodel, Dental Med. Buildings	<b>Buell Marrs, Jr.</b> President (909) 485-4029/485-4704
<b>MBK</b> 175 Technology Dr. Irvine, CA 92618	31	2,500,000 9,064,680	N/A Irvine	Entertainment, Retail, Hospitality, Corporate, Multi-Family Res., Senior Communities	AMC Ontario Mills, Century Theaters, Amerisuites Hotel, Promontory Apartments	<b>Al Schaffer</b> President (949) 789-8300/789-8339
<b>Nielsen Dillingham Builders</b> 3127 Jefferson St. San Diego, CA 92110	8	367,357 145,834	1 San Diego	Industrial, Medical/Health, Retail	Rancho CA Water District Centremark City of Riverside	<b>Steven C. Marble</b> President (619) 291-6330/293-7620
<b>Olmans Construction Co.</b> 10005 Mission Mill Rd. Whittier, CA 90601	130+	32,000,000 (Total)	12 Whittier	Commercial/Industrial Projects, Seismic Retrofit, Tenant Improvements	California Speedway Shea Busuness Properties Pier One Distribution Ctr.	<b>Robert M. Holmes</b> Chairman (562) 948-4242/695-9267
<b>Prizio Construction, Inc.</b> 16480 Harbor Blvd., Ste. 101 Fountain Valley, CA 92708	178	29,000,000 (Total)	2 Fountain Valley	Comm./Ind. Tilt-Up Constr. Comm./Ind. T.I. Rehab., Concr. Only/Superfl. Concr. Floors	Epstein, Trammell Crow Co., Angelus Block	<b>David Prizio</b> CEO (714) 543-3366/543-3388
<b>Ralph Affaitati Construction</b> 393 W. Alholl, #2 San Bernardino, CA 92401	38	WND	WND San Bernardino	Industrial - Built to Suit	WND	<b>Ralph Affaitati</b> President (909) 889-0131/381-3881
<b>Snyder Langston</b> 17962 Cowan Irvine, CA 92614	50	120,000,000 60,000,000	8 Irvine	Industrial/Commercial Turnkey, Design Build	Watson Lab, Toyota Motor Sales, Sundance Spas, Wildrose Development, Gardens on El Paseo	<b>Stephen Jones</b> President (949) 863-9200/863-1087 info@snyder-langston.com
<b>Turner Construction Co.</b> 36 Executive Park, #150 Irvine, CA 92614	31	6,000,000 982,000	1 Irvine	Health Care, Commercial/Industrial, Design Build, Public CM	Cathedral City Civic Center, Cal. Speedway, Skyboxes, Palms Springs Airport	<b>David M. Seastrom</b> Vice President (949) 798-8100/798-1199
<b>W.B. Allen Construction, Inc.</b> 6191 Jurupa Ave. Riverside, CA 92504	350+	5,000,000 (Total)	3 Riverside	Hospitals, Educational Institutionals	San Antonio Comm. Hosp., Luxfer Industries, Coca Cola, Riverside Unified School Dist., Adesa Auto Auction, Alpha Therapeutic	<b>William B. Allen</b> Principal (909) 688-3221/688-7063

WND = Would Not Disclose N/A = Not Applicable na = not available. The information in the above list was obtained from the companies listed. To the best of our knowledge the information supplied is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometime occur. Please send corrections or additions on company letterhead to: The Inland Empire Business Journal, 8560 Vineyard Ave., Suite 306, Rancho Cucamonga, CA 91730-4352. Researched by Jerry Strauss. Copyright 2000 Inland Empire Business Journal.

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BANKING/FINANCE

VIB Corp Acquisition of Kings River Completed

VIB Corp's (Nasdaq: VIBC) acquisition of Kings River State Bank, originally announced in September, has been finalized — bringing VIB Corp assets to approximately \$1 billion.

As a subsidiary of VIB Corp, Kings River State Bank will continue to operate under the Kings River State Bank name and state bank charter, under the direction of its local board of directors and management. VIB Corp's President and Chief Executive Officer, Dennis Kern has joined the board of directors of Kings River State Bank.

The terms of the acquisition included Kings River shareholders receiving \$21.7 million in exchange for their stock. Kings River State Bank was founded in 1977 as a community bank. Currently it operates three branches, located in Reedley, Dinuba and Hanford, a loan center in Visalia, and has \$87 million in assets.

"Kings River reflects the VIB Corp community bank philosophy in key areas such as local decision making, community involvement...and employee relations. Our family of banks share these same goals, so this has been an easy transition for us and for the Kings River staff," stated Kern.

"With the multiple banking organizations, each entity will gain expertise, resources, and volume growth from the other entities to enhance efficiency and profitability," Kern continued. He also explained that VIB Corp has monitored the growth of California's central valley over the past few years. He stated that this new acquisition was a natural move for the El Centro-based bank holding company, particularly after its expansion into the central valley through its acquisition of the Bank of Stockdale, headquartered in Bakersfield, one year ago.

"Kings River has also built a strong business banking program. This was very attractive to VIB Corp and we feel we will enhance this new subsidiary by bringing greater flexibility through our larger lending limits," stated Kern. "This is a very positive move for us at Kings River. VIB Corp's interest alone tells us that we are an attractive bank when you view us from the bottom line. It affirms that we've found our niche within our market and are operating efficiently. Now, through VIB Corp, we've been given more resources to become increasingly competitive. So, our staff is ready to roll up its proverbial sleeves and begin looking at new areas and new customers to serve," noted Kings River State Bank President and Chief Executive Officer Bob Lowery.

VIB Corp is listed on the Nasdaq National Market under the trading symbol VIBC. Its affiliate, Valley Independent Bank, operates 14 branches located throughout Imperial, Riverside and San Diego counties and seven business loan centers in California, Arizona and Nevada. Bank of Stockdale operates three branch locations in Bakersfield and one business loan center in Fresno. For more information on VIB Corp, visit their web site at [www.vibcorp.com](http://www.vibcorp.com).

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								E-Mail Address
1. Lewis Homes	\$720,000,000	\$800,000,000	3,634	3,634	0	0	89	Leon Swails
1156 N. Mountain Ave.								Division President
Upland, CA 91786								(909)802-1101/802-1111
2. Richmond American Homes	340,000,000	250,000,000	1,122	1,122	0	0	N/A	Bob Shiota
16845 Von Karman, Ste. 100								President
Irvine, CA 92606								(949) 756-7373/757-4333
3. The Forecast Group	280,600,000	315,000,000	1,531	1,531	0	0	Minimum	James P. Previti
10670 Civic Center Dr.								President
Rancho Cucamonga, CA 91730								(909) 987-7788/980-7305
								dsm@forecasthomes.com
4. Ryland Homes	160,000,000	175,000,000	600	600	0	0	100	Chris Beucher
15373 Innovation Dr., Ste. 300								Division President
San Diego, CA 92128								(619) 675-0800/675-0060
								ryland.com
5. Century Crowell Communications	80,000,000	100,000,000	365	365	0	0	26	J. Pavelak/H. Crowell
1535 South "D" St., Ste. 200								CWEs
San Bernardino, CA 92408								(909)381-6007/381-0041
6. Sheffield Homes	44,000,000	84,000,000	286	130	0	0	1	Ed Hupp/John Abel
3400 Central Ave.								Members
Riverside, CA 92506								(909)682-5352/682-0162
7. U.S. Home Corp. Central Calif. Div.	41,000,000	69,000,000	230	230	0	0	21	Michael J. Lutz
4371 Latham St., Ste. 204								Division President
Riverside, CA 92501								(909)784-7700/784-7799
								ushome.com
8. MBK Homes Ltd.	37,500,000	70,000,000	136	136	0	0	N/A	Stefan Markowitz
175 Technology Dr.								President
Irvine, CA 92618								(949)789-8300/789-8325
9. Fieldstone Communities, Inc.	30,000,000	34,000,000	253	253	0	0	N/A	Steven C. Cameron
14 Corporate Plaza								Regional Manager
Newport Beach, CA 92660								(949) 640-9090/759-3344
10. Young Homes	30,000,000	38,500,000	202	202	0	0	10	John R. Young
10390 Commerce Center Dr., Ste. 250								President
Rancho Cucamonga, CA 91730								(909) 477-6719/477-6725
11. Diamond Brothers, Inc.	23,000,000	30,000,000	140	140	0	0	44	Frank Hsy
18645 E. Gale Ave., #205								President
Industry, CA 91748								(626) 912-0123/912-7045
								info@diamondbrothers.com
12. Granite Homes, Inc.	22,000,000	32,000,000	154	154	0	0	0	Daniel Kassel/B.J. Delzer
2755 E. Main St., Ste. 210								Co-Presidents
Irvine, CA 92614								(562) 986-7474/986-7470
13. Fiesta Development, Inc.	15,000,000	20,000,000	130	130	0	0	2	Richard K. Ashby
14785 Village Dr.								President
Fontana, CA 92337								(909) 823-4430/823-8769
14. Diversified Pacific Dev. Group	3,250,000	24,500,000	18	18	0	0	37	Matthew A. Jordan
8300 Utica Ave., Ste. 273								Cc-Managung Member
Rancho Cucamonga, CA 91730								(909) 481-1150/481-1154

WND = Would Not Disclose N/A = Not Applicable na = not available. The information in the above list was obtained from the companies listed. To the best of our knowledge the information supplied is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometime occur. Please send corrections or additions on company letterhead to: The Inland Empire Business Journal, 8560 Vineyard Ave., Suite 306, Rancho Cucamonga, CA 91730-4352. Researched by Jerry Strauss. Copyright 2000 Inland Empire Business Journal.

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BANKING

Income Tax Assistance Volunteers Are Needed to Help Others

This year, residents of San Bernardino and surrounding communities can volunteer their time to help others in need of tax assistance.

Through the Volunteer Income Tax Assistance (VITA), and Tax Counseling for the Elderly (TCE) programs, residents can lend a helping hand in their communities by learning to prepare and electronically file basic tax returns for limited income, disabled, elderly, or non-English speaking taxpayers.

"This is a wonderful time to give, and there's no substitute for a gift that comes from the heart," said Marilyn Soulsburg, director of the IRS Southern California District. "VITA and TCE volunteers are special because they give from their hearts."

Celebrating 30 years of community service, Volunteer Income Tax Assistance (VITA) and Tax Counseling for the Elderly (TCE)

are programs that rely on volunteers to provide elderly, low-income, non-English speaking, and disabled individuals with income tax counseling, assistance, return preparation and electronic filing. And ... you don't have to be a tax whiz to become a volunteer! VITA and TCE volunteers receive free training in basic return preparation and electronic filing. Best of all, VITA and TCE sites are conveniently located throughout Southern California so you can volunteer close to your home or office.

Since Southern California is such a diverse community, there is an urgent need for volunteers who are fluent in English and foreign languages. To find out how you can make a difference in your community, contact Volunteer Income Tax Assistance (VITA) at (909) 388-8168, or Tax Counseling for the Elderly (TCE) at (888) 227-7669.

Imperial Bancorp Announces Eight Percent Stock Dividend

George L. Graziadio, chairman of the board, president and chief executive officer of Imperial Bancorp (NYSE:IMP) (the "company"), parent of Imperial Bank, announced today that the company's board of directors has approved a stock dividend of eight percent to shareholders.

"We are pleased with our accomplishments in 1999, which include the successful initial public offering of Official Payments Corp. (Nasdaq:OPAY) and a significant increase in business relationships and warrant income in our emerging growth division. Imperial has also expanded its Web-based product line, opened new offices in strategic locations, and increased the efficiency of its systems through Y2K readiness efforts. We look forward to reaping the benefits from these investments and increasing shareholder value in 2000," stated Graziadio.

The stock dividend will be paid on Feb. 18, 2000, to shareholders of record on Feb. 4, 2000.

Catherine Marshall is Named Vice President-Senior Major Loan Officer

Larry M. Rinehart, president and CEO of PFF Bank & Trust (PFF) has announced the appointment of Catherine Marshall to vice president-senior major loan officer. Marshall recently joined PFF as a commercial real estate loan officer. She has more than 20 years experience in commercial

Imperial Bank's Growth Spurs Management Promotions

Reflecting the growth of the real estate, small business and equipment leasing divisions, Imperial Bank recently promoted two industry experts to senior executive management positions.

Kathleen L. Berry, president of Imperial's real estate division, and Dennis J. Lacey, president of Imperial's small business lending and equipment leasing divisions, were promoted to executive vice presidents of Imperial Bank and appointed members of the bank's management committee, announced Daniel R. Mathis, president and chief operating officer of Imperial Bank. The committee is responsible for the overall management of the company, and recommends policies to be set by the board of directors.

Berry will continue to lead the real estate division; and Lacey will maintain his current duties, while assuming responsibility for corporate development activities, including managing the bank's acquisition, investment and divestiture transactions. He will also serve on the boards of Imperial Ventures Inc. and Imperial Creditcorp.

"In 1999, the real estate division completed more than \$1 billion in residential construction lending to more than 175 housing tracts throughout California, Arizona and Colorado," said Berry. "As the residential real estate market continues to flourish, we anticipate that Imperial Bank will continue to provide financing for projects throughout these regions during the year 2000."

"This is an exciting time to be a part of Imperial's senior management team," stated Lacey. "The bank is currently expanding its small business lending activities — doubling its volume this year and opening new offices nationwide, and the equipment leasing division, which I helped establish in November of 1998, continues to develop as planned."

With more than 21 years of experience in real estate, Berry joined Imperial Bank in 1990 as a vice president/real estate loan officer, and was named president of the bank's real estate division in 1998, responsible for overseeing the commercial real estate portfolio.

As president of Imperial's equipment leasing division, Lacey oversees a team that provides flexible leasing transactions to mid-sized businesses. In December of 1998, he assumed responsibility for overseeing the small business lending division, which is rapidly expanding nationwide.

With more than \$6 billion in assets, Imperial Bank is one of the leading independent business banks with headquarters in California and offers a wide range of financial services tailored to corporate customers, entrepreneurs and professionals. Serving mid-sized businesses, Imperial Bank's strategy focuses on delivering customized financial products and services to a variety of businesses and industries.

Founded in 1963 by California entrepreneurs, Imperial Bank is the principal subsidiary of Imperial Bancorp (NYSE:IMP), with 14 regional banking offices: 12 located throughout California; in Phoenix, Arizona; and Denver, Colorado. It can be found on the Web at [www.imperialbank.com](http://www.imperialbank.com).

fund-raiser committee for the Riverside Area Rape Crisis Center, and has served as a board member for six years. Her community service record also includes board membership at the Upland Housing Authority which assists low and moderate income individuals attain housing.

PFF Bank & Trust, the largest community bank headquartered in the Inland Empire, has 23 full-service banking branches in northern Orange, eastern Los Angeles, San Bernardino and Riverside counties and trust offices in Hemet and Claremont.

State Parks Commission to Take Public Input on Upcoming Bond

The California State Park and Recreation Commission will conduct a series of workshops to provide the public an opportunity to recommend the acquisition, development or rehabilitation of state park system projects for consideration for funding from Proposition 12, the proposed park bond that will appear on the March 7, 2000 ballot.

Those projects nominated will also be considered for funding from other sources available to the department. The proposed projects will be studied by the staff of the California Department of Parks and Recreation, ranked in order of priority, and incorporated into the department's existing funding priorities.

The bond would provide more than a half billion dollars to the department for the rehabilitation, development, and acquisition of state park system lands and facilities. The emphasis of Proposition 12's funding for state parks is the rehabilitation of existing facilities and the protection of existing natural and cultural resources, to improve the recreation experience of visitors to state parks.

There are funds, however, for the acquisition of lands within and adjacent to existing state parks and lands which provide for habitat preservation. There are also funds for the development of trails and for the development of new facilities.

Proposition 12 also provides funding for other state agencies, conservancies, and local government for the acquisition, development, and rehabilitation of park, recreation, and open space lands and facilities.

Nominated projects will also be considered in the development of a new state park system plan. This plan will identify a direction and vision for the 21st century.

Members of the public are encouraged to attend and participate in these hearings. Individuals who are unable to attend these meetings and who would like to recommend a park project should write the California State Park and Recreation Commission at P.O. Box 942896, Sacramento, CA 94296.

NOTICE IS HEREBY GIVEN that four informational workshops will be presented for the public by members of the California State Park and Recreation Commission and staff of the department of parks and recreation. The purpose of the workshops will be to provide the public an opportunity to recommend acquisition development and rehabilitation projects for the state park system to be considered for funding from the Safe Parks Bond Act of 2000.

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**Friday, May 12, 2000**



## Architectural/Engineering Firms

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Ranked By Inland Empire Billings

Firm Address City, State, Zip	1999 Billing \$ Inland Emp. Company Wide	I.E. Offices Co. Wide Headqtrs.	Types of Services	Industries Served	Marketing Contact Title Fax E-Mail Address	Top Local Exec. Title Phone E-Mail Address
<b>HMC GROUP</b> 1. 3270 Inland Empire Blvd. Ontario, CA 91764-4854	18,000,000 32,000,000	1 5 Ontario	Architecture, Planning, Interior Design,	Education, Healthcare, Government	<b>Lynne Cooper</b> Dir. of Business Dev. (909) 948-1269	<b>Robert J. Kain, AIA</b> President/CEO (909) 989-9979
<b>The Keith Companies</b> 2. 22690 Cactus Ave., Ste. 300 Moreno Valley, CA 92553	10,200,000 42,500,000	2 7 Costa Mesa	Civil Engineering, Planning/Environmental, Surveying/GPS	Commercial/Industrial, Public Agencies, Telecommunications	<b>Bob Peterson</b> Dir. Client Services (909) 653-5308	<b>Richard T. Robotts, P.E.</b> President (909) 653-0234
<b>ASL Consulting Engineers</b> 3. 3001 E. Tahquitz, Ste. 200 Palm Springs, CA 92260	6,000,000 20,000,000	2 9 Pasadena	Land Development, Water/Wastewater, Transportation	Resort/Golf, Residential, Public Sector	<b>Rich Clark</b> Principal (760) 320-3580 rclark@aslce.com	<b>Rich Clark</b> Principal (760) 320-4220 rclark@aslce.com
<b>AEI-CASC Engineering</b> 4. 937 S. Via Lata, #500 Colton, CA 92324	5,600,000 9,000,000	2 4 Colton	Engineering, Surveying, Planning	Private & Public	<b>Lisa E. Van Essen</b> Operations Officer (909) 783-0108	<b>Cezar Aguilar</b> Principal (909) 783-0101 caguilar@aci-casc.com
<b>WLC Architects, Inc.</b> 5. 10470 Foothill Blvd., Tower Ste. Rancho Cucamonga, CA 91730	5,000,000 9,000,000	2 2 R. Cucamonga	Master Planning, Architectural Design, Construction Administration	Educational, Civic, Private	<b>Larry Wolff</b> Chairman of the Board (909) 980-9980	<b>Larry Wolff</b> Chairman of the Board (909) 987-0909
<b>Associated Engineers, Inc.</b> 6. 3311 E. Shelby St. Ontario, CA 91764	5,000,000 N/A	1 N/A Ontario	Const. Mgmt., Civil Engineering, Land Surveying	Governments, Architects, Commercial/Residential	<b>Lisa Reece</b> Marketing Director (909) 941-0891	<b>April Morris</b> President/CEO (909) 980-1982
<b>U. S. Greiner</b> 7. 268 W. Hospitality Ln., Ste. 204 San Bernardino, CA 92408	4,800,000 126,000,000	1 40 Irving, TX	Civil Engineering, Surveying, Water Resource Mngt.	Transportation, Water and Drainage, Public Works	<b>John G. Haussman</b> Mgr. of Project Dvlp. (909) 387-0810	<b>Melford J. Placilla</b> Managing Principal (909) 884-9900
<b>Robert Bein, William Frost &amp; Assoc.</b> 8. 27555 Ynez Rd., Ste. 400 Temecula, CA 92591	4,500,000 70,000,000	3 11 Irvine	Civil Engineering, Structural Planning, Surveying	Transportation, Water Resources, Land Development	<b>Bill Green</b> Senior Vice President (909) 676-7240	<b>Jim McDonald</b> President (909) 676-8042
<b>Wilson &amp; Company</b> 9. 1355 E. Cooley Dr., Ste. B Colton, CA 92324	4,000,000 40,000,000	1 10 Albuquerque, NM	Engineering, Surveying, Architecture	Railroads, Public Agencies, Private Developers	<b>Bill Brewster</b> Office Manager (909) 514-1153 wfbrewster@cawilsonco.com	<b>Bill Brewster</b> Principal (909) 423-0980
<b>David Evans and Associates, Inc.</b> 10. 800 N. Haven Ave., Ste. 300 Ontario, CA 91764	3,600,000 72,200,000	1 24 Portland, OR	Civil Engineering, Land Use & Environm. Planning, Land Surveying/GPS, Landscape Architecture	Land Development, Transportation, Water Resources, Telecommunications	<b>Maria Marzoei</b> Assoc. Marketing Mgr. (909) 481-5757 mlm@deainc.com	<b>Cliff Simental, P.L.S.</b> V.P./Office Mgr. (909) 481-5750 caf@deainc.com
<b>Mainiero, Smith and Associates, Inc.</b> 11. 777 E. Tahquitz Canyon Way, #301 Palm Springs, CA 92262	3,600,000 3,600,000	1 1 Palm Springs	Civil Engineering, Land Planning, Land Surveying	Public Agencies, Private Entities, Non-Profit Entities	<b>Jack Fox</b> Dir. of Marketing (760) 323-7893	<b>Robert S. Smith</b> President (760) 320-9811 info@mainierosmith.com
<b>Ludwig Engineering</b> 12. 109 E. Third St. San Bernardino, CA 92410-4801	2,400,000 N/A	2 3 San Bernardino	Civil Engineering, Design Surveying, Architectural Commercial Ind./Res. Development	Public Works, Residential Shopping Centers, Medical Centers Factory Outlet Center	<b>Jim Fry</b> Sr. Engineer (909) 889-0153	<b>Glen L. Ludwig</b> CEO (909) 884-8217 ludwig@ludwigeng.com
<b>Warner Engineering</b> 13. 73-185 Hwy. 111 Palm Desert, CA 92260-3907	1,750,000 1,750,000	3 3 Yucca Valley	Planning, Civil Engineering, Land Surveying	Private Land Development, Government Agencies	<b>Mike Smith</b> Vice President (760) 341-3101	<b>Bill Warner</b> President (760) 365-7638 info@warnereng.com
<b>Willdan Associates</b> 14. 650 Hospitality Ln., Ste. 400 San Bernardino, CA 92408-3317	1,700,000 40,000,000	1 8 Anaheim	Building & Safety, Public Works Design, Development Review for Cities	Public Agencies	<b>Richard Kopecky</b> Regional Office Manager (909) 888-5107	<b>Gary Dusart</b> President (909) 386-0200
<b>Hernandez, Kroone &amp; Associates</b> 15. 234 E. Drake Dr. San Bernardino, CA 92408	1,500,000 4,000,000	1 3 San Bernardino	Civil Traffic Engineering, Land Surveying, GIS Mapping	Transportation, Construction, Planning, Development	<b>Wendy McIlvoy</b> Bus. Dev. Director (909) 383-1577	<b>Richard R. Hernandez, P.E.</b> Principal (909) 884-3222
<b>Lim &amp; Nascimento Engineering Corp.</b> 16. 1836 "L" Commerce Center Cir. San Bernardino, CA 92408	1,500,000 4,500,000	1 4 San Bernardino	Construction Management, Civil/Highway Engineering Structural/Bridge Engineering	Cities, County, Sanbag	<b>Al Hudgens</b> Project Director (909) 890-0467	<b>William Nascimento</b> President/CEO (909) 890-0477 william@lancivil.com
<b>John Egan and Associates, Inc.</b> 17. 25814 Business Center Dr., Ste. A Redlands, CA 92374	1,400,000 1,400,000	1 1 Loma Linda	Civil Engineering Design, Municipal Services, Construction Services	Government, Institutional, Development	<b>Thomas J. Crowley</b> Senior Engineer (909) 796-7731	<b>John G. Egan</b> President (909) 889-0676 jea@jegansoc.com
<b>Nolte Associates, Inc.</b> 18. 710 Rimpau Ave. Corona, CA 91719	1,300,000 26,000,000	1 12 Sacramento	Site Improvements, Water/Wastewater, Topographic Surveys	Public Agencies, Private Development	<b>Paul Hacunda</b> Managing Engineer (909) 279-6210	<b>Paul Hacunda</b> Managing Engineer (909) 372-2760 paul.hacunda@nolte.com
<b>Andreasen Engineering, Inc.</b> 19. 580 N. Park Ave. Pomona, CA 91768	1,200,000 N/A	1 N/A Pomona	Civil Engineering, Land Surveying, Municipal Engineering	Construction Private/Public Educational	<b>Eric Andreasen</b> CFO (909) 620-0016	<b>Gary P. Andreasen</b> President (909) 623-1595
<b>Korve Engineering, Inc.</b> 20. 290 N. "D" St., Ste. 504 San Bernardino, CA 92401	1,100,000 11,300,000	1 8 Oakland	Civil Engineering, Agency Services, Traffic Engineering Transportation Planning	Private And Public Sector	<b>Daniel J. O'Rourke</b> Office Manager (909) 884-2277	<b>Daniel J. O'Rourke</b> Office Manager (909) 884-4777 dorrourke@korve.com

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Ranked By Inland Empire Billings

Firm Address City, State, Zip	1999 Billing \$ Inland Emp. Company Wide	I.E. Offices Co. Wide Headqtrs.	Types of Services	Industries Served	Marketing Contact Title Fax E-Mail Address	Top Local Exec. Title Phone E-Mail Address
<b>Combs • Marr Architects, Inc.</b> 21. 3393 14th St. Riverside, CA 92501	1,000,000 N/A	1 2 Scottsdale, AZ	Architecture, Tenant Improvements, Master Planning	Commercial, Industrial, Governmental	<b>Brian K. Gridley</b> Vice President (909) 686-2958	<b>Philip Graham Combs</b> Principal (909) 686-3520 combsmarr@aol.com
<b>Boyle Engineering Corp.</b> 22. 1131 W. Sixth St., Ste. 285 Ontario, CA 91762	600,000 54,000,000	1 20 Newport Beach	Transportation, Water Resources, Civil Engineering, Design	Structural, Mechanical/Electrical, Architectural	<b>Phyllis Papen</b> Special Consultant (909) 933-5228	<b>Tim Bretz, P.E.</b> Branch Manager (909) 933-5225 Ext. 13
<b>Wheeler &amp; Wheeler AIA Architects</b> 23. 133 S. Spring St. Claremont, CA 91711-4930	500,000 500,000	1 1 Claremont	Architectural, Tenant Improvement, Space Planning	Commercial, Educational, Residential	<b>Paul S. Wheeler</b> President/Principal (909) 621-7757	<b>Maureen Wheeler</b> Principal/CEO (909) 624-5095
<b>Williams Architects, Inc.</b> 24. 276 N. Second Ave. Upland, CA 91786	460,500 460,500	1 1 Upland	Architecture, Land Planning, Interior Design, Tenant Improvements, CADD Services, Entitlements	Commercial, Industrial, Residential, Healthcare, Civic	<b>Max E. Williams, AIA</b> Architect/President (909) 985-4836	<b>Max E. Williams, AIA</b> Architect/President (909) 981-2845
<b>Herron &amp; Rumanoff Architects, Inc.</b> 25. 530 St. Johns Place Hemet, CA 92543	250,000 250,000	2 2 Hemet	Architectural, Planning, Space Needs Analysis	Water Districts, Municipalities, Private Developers	<b>Patricia L. Herron</b> Vice President (909) 652-0373	<b>Russell P. Rumanoff</b> President (909) 652-4431
<b>Robert A. Martinez Architect and Assoc.</b> 26. 15487 Seneca Rd., Ste. 203 Victorville, CA 92392	\$250,000 N/A	1 1 Victorville	Architecture Planning Engineering	Commercial, Medical, Convenience Stores, Restaurants, Retail, Religious	<b>Robert A. Martinez</b> Principal (760) 241-7854	<b>Robert A. Martinez</b> Principal (760) 241-7858
<b>Langdon Wilson Architecture Planning Interiors</b> 27. 18800 Von Karman Ave., Ste. 200 Irvine, CA 92612-1517	200,000 17,000,000	0 3 Irvine	Architecture, Planning, Interiors	Development, Institutional, Sports/Fitness	<b>Diane Carpenter</b> Marketing Director (949) 833-3098 dcarpenter@lw-oc.com	<b>J. Patric Allen, AIA</b> Senior Partner (949) 833-9193 pallen@lw-co.com
<b>Lockman &amp; Associates</b> 28. 10281-A Trademark St. Rancho Cucamonga, CA 91730-5852	120,000 3,000,000	1 2 Monterey Park	Civil & Consulting Engineering, Surveying, Land Management, Environmental Planning	Public & Private Sectors	<b>Charles W. Lockman</b> President (909) 948-8508	<b>Charles W. Lockman</b> President (909) 944-6988
<b>Architram Design Group</b> 29. 122 S. Vine St. Ontario, CA 91762	118,000 215,000	1 1 Ontario	Architecture, Urban Design Interiors	Developers, Educational Institutions, City Governments	<b>Christina Hale</b> Managing Director (909) 391-1031	<b>Norberto F. Nardi, AIA</b> President (909) 460-1291 nfnardi@csupomona.edu
<b>ALLWEST Geoscience, Inc. D.V.B.E.</b> 30. 1210 N. Barsten Way Anaheim, CA 92806	50,000 1,000,000	1 1 Anaheim	Geotechnical Engineering Environmental Assessment, Geologic Studies, Remediation Design	Developers, Commercial, Cities, State and Federal Agencies	<b>Gene Farnsworth</b> President (714) 238-1105	<b>Gene Farnsworth</b> President (714) 238-9255 allwestg@aol.com
<b>Engineering Resources of So. Cal.</b> 31. 164 W. Hospitality Ln., Ste. 1 San Bernardino, CA 92408	WND	2 4 Hemet	Civil Engineering, Planning, Surveying	Counties & Municipalities, Special Districts	<b>Jerry M. Dunlap</b> Principal Engineer (909) 885-4638	<b>Jerry M. Dunlap</b> Principal Engineer (909) 888-1401
<b>Psomas</b> 32. 1700 Iowa Ave., Ste. 160 Riverside, CA 92507	WND	1 7 Santa Monica	GIS, Civil Engineering, Environmental	Public Agencies, Land Developers, Builders	<b>Terri Gooch</b> Marketing Coord. (909) 682-3379	<b>Kenn Dobson</b> Principal (909) 787-8421
<b>Rick Engineering Company</b> 33. 3050 Chicago Ave., Ste. 100 Riverside, CA 92507	WND	2 5 San Diego	Civil Engineering, Surveying/Mapping, Land Planning	Residential, Commercial, Industrial Developers, City, County, State Agencies	<b>Sandy Bailey</b> Bus. Dev. Coord. (909) 782-0723	<b>Robert A. Stockton</b> Vice President (909) 782-0707
<b>Ruhnau Ruhnau Assoc.</b> 34. 3775 Tenth St. Riverside, CA 92501-3669	WND	1 2 Riverside	Architectural, Planning	Educational, Governmental, Commercial/Industrial	<b>Roger Clarke</b> Architect/Principal (909) 684-6276	<b>Herman O. Ruhnau, FAIA</b> Chairman (909) 684-4664 caddra@aol.com
<b>Turner &amp; Associates</b> 35. 1182 N. Monte Vista, Ste. 19 Upland, CA 91786	WND	1 N/A Claremont	Architectural, Planning, Interiors	Medical, Industrial Educational, Commercial	<b>Rufus L. Turner, AIP</b> Owner (909) 608-9207 rufus@uia.net	<b>Rufus Turner, AIP</b> Owner (909) 608-9200 rufus@uia.net
<b>Walling &amp; McCallum/Limited</b> 36. 45-190 Club Dr. Indian Wells, CA 92210	WND	1 N/A Indian Wells	Architecture, Planning, Engineering	Residential, Hotel/Restaurant, Commercial, Industrial, Cities, Recreation, Medical	<b>John C. Walling</b> President (760) 360-0786	<b>John C. Walling</b> President (760) 360-0250
<b>JKI Design and Development</b> 37. 637 W. Second St. Pomona, CA 91766	WND	1 2 Pomona	Architecture Planning Design	Entertainment Amusement Leisure	<b>Joseph Kauchick</b> Chairman (909) 620-8613 jki@jkidesign.com	<b>Charles Pitcher</b> CEO (909) 620-7208 www.jkidesign.com
<b>P&amp;D Consultants</b> 38. 999 Town & Country Rd., 4th Floor Orange, CA 92868	WND	1 6 Orange	Environmental, Aviation, Economics, Transportation, Planning, Engineering	Cities, Counties, Special Agencies Private Developers, Corporations	<b>Ms. Cyd Brandvien</b> Assoc. VP-Marketing (714) 285-0102	<b>John Kinley</b> President (714) 835-4447
<b>Peter J. Pitassi AIA Architecture</b> 39. 8439 White Oak Ave., Ste. 105 Rancho Cucamonga, CA 91730	WND	1 1 R. Cucamonga	Architecture, Planning, Interiors	Public Agencies, Res. Building Industry, Commercial Development	<b>Peter J. Pitassi, AIA</b> Principal (909) 944-5814	<b>Peter J. Pitassi, AIA</b> Principal (909) 980-1361 ppitassi@primenet.com
<b>Hunsaker &amp; Associates Irvine, Inc.</b> 40. 2900 Adams St., Ste. A-15 Riverside, CA 92504	WND	1 4 Irvine	Planning, Civil Engineering, Surveying, GPS, Govt. Relations	Builders, Developers, Public Agencies	<b>Pam Quenzler</b> Director of Marketing (909) 352-8269	<b>Bradley Hay</b> V. P./Office Mgr. (909) 352-7200
<b>L.D. King, Inc.</b> 41. 2151 Convention Ctr. Way, #100 B Ontario, CA 91764	N/A	1 1 Ontario	Civil Engineering Surveying, Planning/Landscape, Architecture	Government, Land Developers	<b>R. Richard Fleener</b> V.P., Planning (909) 937-0202	<b>Carl Freeman</b> President (909) 937-0200 ldking@primenet.com

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# California Trucking Association Expands Safety Seminars for Members

As part of its continuing commitment to improve the safety of the motoring public, the California Trucking Association has announced it is starting off the New Year by expanding its safety seminar program for all trucking companies.

The California Trucking Association, in partnership with industry safety leader J.J. Keller & Associates Inc., is creating the CTA-Keller Educational Institute, to serve California's trucking industry with timely seminars on critical management and safety topics. The new effort draws from the combined resources of CTA, the nation's largest state trucking association, and Keller Technical Institute, part of J.J. Keller & Associates Inc., the national safety and regulatory compliance information company.

The CTA-Keller Educational Institute's initial seminar schedule offers motor carriers, private fleets and others an increased selection of topics and locations. It will conduct more than 40 seminars during the first half of 2000 on topics related to

safety, federal and state regulatory compliance, hazardous materials transportation, Cal-OSHA workplace safety, and driver recruiting & retention. In addition to sessions at or near CTA's offices in West Sacramento and West Covina/Ontario, seminars will be also held in Orange County, the Bay Area, Los Angeles and the San Joaquin Valley.

"This new seminar effort helps us fulfill our mission to the California trucking industry," said CTA executive vice president Joel D. Anderson, "especially by increasing our reach in safety education. When your workplace is on the highway, safety begins with good preparation."

CTA seminars and training department, under the director of seminars and training, Larry Blood (a former CHP officer) will continue to be involved in seminar planning and instruction. For more information and a complete schedule of seminars, call the CTA-Keller Educational Institute at 1-800-642-2067 or Larry Blood, CTA, at 916-373-3546.

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# Real Estate Notes

The **Bradco Companies**, a Victorville-based commercial, industrial and land brokerage company, and **Korek Land Inc.**, have been awarded the exclusive contract to market the **Victor Valley Promenade**, a 40-acre development adjacent to the **Mall of Victor Valley**...**Steve Harrison**, a specialist in land and investment transactions, has succeeded **John Vogt** as managing principal of the Ontario office of **Lee & Associates Commercial Real Estate Services**. **Vogt** is now with **Oliphant, Young & Mallory** in the Coachella Valley...**Michael D. Pattinson**, president of Carlsbad-based **Barratt American Inc.**, has announced plans for two single-family residential communities in the Temecula Valley. The first development, near **Barratt's** currently selling Rembrandt tract at Winchester and Thompson Roads, will consist of 100 homes on 6,000-square-foot lots. The second new development of 364 homes is 1.5 miles east along the Winchester Road corridor, near Lake Domenigoni, a new state aquatic recreation center that will be the largest fresh water body in Southern California when it is completed...**Kevin Assef**, regional manager for the Ontario office of **Marcus & Millichap Real Estate Investment Brokerage Company**, announced the sale of the following: the **Northbrook Apartments**, a 190-unit apartment complex at 200 East 30th St., San Bernardino, for \$5.75 million, with the principals represented by **Alex Mogharebi**; the **Sierra Mobile Estates**, a 213-space mobile home park at 17333 Valley Blvd., Fontana, for \$4.75 million, with the principals represented by **John Reinhardt**; and the **Peppertree Mobile Home Park**, a 77-space park at 293 W. Rialto, Rialto, for \$1.84 million, with the principals represented by **John Reinhardt**.

# Faces in Business



**Anthony E. Ghosn**  
General Manager, ZLand.com

ZLand.com, a provider of Web-based business solutions for small- and mid-sized companies worldwide, has named Anthony E. Ghosn as general manager for its Ontario office.

Ghosn joined the company as a major account consultant, and is in charge of sales consultant support and training in business management. He also facilitates the company's production process, oversees customer relations, and develops marketing programs.

He was formerly general manager for Scotsman Industries. He has also served as senior account manager for Keith C. Ferguson Co., and regional sales manager for Lang Manufacturing.

Ghosn graduated from the University of Washington with a bachelor of arts in economics and has an executive masters of business administration from Claremont Graduate University's Peter F. Drucker Executive Management Center. He has also completed executive certificate courses at The Wharton School, the University of Pennsylvania. Ghosn lives in Upland with his wife, Patricia, and their two sons.

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# Pitfalls That May Snag Buyers...

continued from page 27

absolve the developer of liability—except for the limited and defined repairs being made.

**Question:** How much will a lawsuit cost?

**Answer:** The total cost of prosecuting a lawsuit will depend upon a number of factors, including: the nature and amount of damages, the number of parties, and the attitudes of the parties. Some lawsuits are settled within a relatively short period of time, while others are not resolved without a trial. Lawsuits can be expensive, and close cooperation between the homeowner and the attorney is necessary to reduce costs as much as possible. One of the major costs is that of expert consultants; these are usually recoverable in the lawsuit. An expert's costs will depend upon the nature and extent of defects and the size of the project.

**Question:** Where do I get the money to pay for a lawsuit?

**Answer:** Normally, the homeowner must pay costs and expert fees as they are incurred. In certain cases, the money necessary to fund the payment of costs and expert fees may be advanced by the attorney. All costs and expert fees will be reimbursed to the attorney out of

settlement or judgment proceeds.

**Question:** How do I recover if the builder/developer is out of business, cannot be located, or is bankrupt?

**Answer:** Before bringing the suit, homeowners should carefully balance the cost of litigation against the amount of possible recovery to determine if a lawsuit is economically feasible. One consideration is whether the developer had any insurance, especially if that developer cannot be located or is bankrupt. Determine how much insurance the developer maintained from the start of construction—to the time you first began to pursue litigation. Even if a developer is bankrupt or out of business, the insurance company is still responsible to that developer, and the insurance company will have to defend any claims based upon negligence, strict liability, or breach of warranty. The insurance in effect when the damage is first noticed will be responsible for the damages to your property.

If the developer cannot be found, an investigation can be started to find him. The Department of Real Estate records; the city or county building inspector's department; the local planning department, or the Building Industry Association rosters all

provide excellent ways to find errant developers.

**Question:** Am I required to make repairs while the lawsuit is pending, and can I recover those costs in a lawsuit?

**Answer:** If financially able, you are required to take all reasonable steps to protect your property from sustaining additional damage. These costs are normally recoverable in the lawsuit. Carefully review any temporary repair program with an expert to guarantee correct documentation of the repairs. If you can delay temporary repairs until permanent repairs can be made without causing additional damage to the property, a great deal of money can be saved. In many instances, temporary repairs cost almost as much as a permanent solution.

**Question:** Will my insurance company cover damages caused by construction defects?

**Answer:** The language in most homeowner insurance policies has dramatically changed over the last couple of years. If the defects or problems existed for a period of time, you may be able to go back over several policies and use the older language, which is generally more beneficial. In the last year or so, insurance companies have begun to exclude certain types of damages that were previously covered. Even if your policy appears to exclude coverage, it may still cover

the cost of your expert investigation. A close reading of the policy by someone who is familiar with insurance law will greatly aid in learning what the policy covers.

Careful consideration should be given to filing against the association's insurance company. Premium costs have skyrocketed, and a history of claims may cause cancellation of the association's policy and make it an assigned risk or uninsurable.

**Question:** Can I sell or refinance my home during the litigation?

**Answer:** Most states have disclosure laws that require a homeowner to disclose to a potential buyer the fact that the home is involved in litigation. Although the lawsuit involves the home, the right to any proceeds from the lawsuit belong to the individual who enters into the fee agreement with the attorney. Most homeowners want the lawsuit to follow ownership of the house. Therefore, an assignment of the lawsuit to the buyer may be incorporated into the purchase contract.

When there are low interest rates, many homeowners want to refinance their homes. While a house is in litigation, many mortgage companies are cautious about refinancing. However, there are many mortgage companies that specialize in the refinancing of homes that are involved in litigation.

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# MANAGER'S BOOKSHELF

## Humane Treatment Key to Keeping Good Employees

**"Love 'Em or Lose 'Em: Getting Good People to Stay,"** by Beverly Kaye and Sharon Jordan-Evans; Berrett-Koehler Publishers, Inc. San Francisco, California; 1999; 234 Pages; \$17.95.

Less than 10 years ago one of the hardest tasks a human resources manager faced was telling entire teams of employees why they were no longer part of the company. As we usher in the 21st century, the hardest task now is telling the boss why the best employees are leaving the company.

Authors Kaye and Jordan-Evans, each an owner of employee relations consulting firms, acknowledge America's worst kept employment secret: it's a seller's market. Salaries have risen and some employers are reinstating perks that were common during the 1960s, including fully paid health insurance.

Although the authors agree that the attraction of higher salaries is a key reason why good employees leave, they also note the need to treat employees fairly, reward them appropriately, and reconfirm their fundamental humanity. The authors also point out that some employers have either forgotten or never learned how to handle employees, especially in a seller's market.

One example they cite describes a rising star in a mid-size company, who was allowed three days to attend her father's funeral. She was subsequently called in by the CEO and told that her mourning was interfering with her work. He suggested that she was "too emotionally attached to her family" and if she wanted a career in the firm, she would have to "loosen her family ties." She took the first opportunity to become a rising star at a competitor's company.

The book is short on theory and long on practical, hands-on

techniques that are designed to keep good people committed to you. They offer checklists, guidelines, tips and ideas in every chapter. They even get a bit daring. In the opening chapter, titled "Ask: What Keeps You?" they encourage the boss — not the human resources manager — to ask individual employees why they stay with the company. The authors agree that this takes some courage at first, but it's better than not learning directly why people leave.

One of the most interesting chapters is titled "Jerk: Don't Be

One." In the authors' experience, most bosses who behave badly never know how poorly their employees respect them until it's far too late. They encourage taking a self-test, then comparing this to honest feedback. The problem, however, is that this begs the question. Getting honest feedback is going to be challenging...especially if you really are a jerk.

Kaye and Jordan-Evans also offer a good reason why you may not get honest feedback. It's not fear of losing the job, but of losing a career growth opportunity within a company, because

of intense internal competition. That's why mentoring is a key role for the boss. "Most people claim they do not like playing politics," state the authors. "But because it's a reality of corporate life, a mentor watches out for the organizational well-being of a protégé."

A refreshing new look at keeping good people on your team, "Love 'em or Lose 'em" is a valuable management tool in a labor market where losing people is like losing sales. It's well worth the admission price to a banquet of ideas.

—Henry Holtzman

### Best-selling Business Books

Here are the current top 10 best-selling books for business. The list is compiled based on information received from retail bookstores throughout the U.S.A.

1. "The Nudist on the Late Shift," by Po Bronson (Random House \$25) (2)\* Brief views on the kind of people who work in Silicon Valley.
2. "The New New Thing," by Michael Lewis (Norton \$25.95) (8) Stalking Jim Clark as he prowls Silicon Valley.
3. "Business at the Speed of Thought," by Bill Gates with Collins Hemingway (Warner Books \$30.00) (1) Gates forecasts how business will work in the Knowledge Age.
4. "Who Moved My Cheese," by Spencer Johnson (Putnam \$19.95) (1) A way to deal with change at work and away from it.
5. "customers.com: How to Create A Profitable Business Strategy for the Internet and Beyond," by Patrician B. Seybold with Ronni T. Marshak (Time Business-Random House \$27.50) (8) How to get new customers via the Internet.
6. "The Millionaire Next Door," by Thomas J. Stanley and William D. Danko (Longstreet Press \$22.00) (6) Millionaires are made of discipline, work, and frugality.
7. "First, Break All the Rules," by Marcus Buckingham and Curt Coffman (Simon & Schuster) (6) Great managers break all conventional rules about management.
8. "Lessons From the Top: The Search for America's Best Business Leaders," by Thomas J. Neff, Paul Brown, James M. Citrin (Doubleday \$24.95) (7) How the people at the top got there.
9. "The Innovator's Dilemma," by Clayton M. Christensen (Harvard Business School Press \$27.50)\*\* How old line firms are brought low by high technology.
10. "The E-Commerce Book: Building the E-Empire," by Steffano Korper and Juanita Ellis (Academic Press, Inc \$39.95)\*\* How giants are built in electronic commerce.

\*(2)— Indicates a book's previous position on the list.  
\*\* — Indicates a book's first appearance on the list.

## Living La Vida Logo

by Joe Lyons

I guess I first noticed it recently when five men, including myself, stood together in one room. I suddenly discovered that we all were wearing blue, buttoned-down oxford shirts with our company's logo embroidered on the left breast pocket.

It was the end result of a situation that began many years ago with those little paper name tags. "Hello! My Name is..."

Many people still like to climb up on their high horses and proclaim they "don't have to show you any stinkin' badges."

That may sound cute and it may even be noble, but in a crowd of people, no one will know them! Granted, someone like the mayor of Riverside probably doesn't have to wear a name badge in his own council chambers, but if he attends a mayor's conference back East, he will find himself in a room full of equals and he'll find that he needs that name tag to be recognized.

Back in the '80s, many companies started to have plastic name badges made up. Figuring that many of their people were representing the company at public events, it would be good to have them seen with the company name and art work on a permanent, professional-looking badge.

It was about this time that author, lecturer and businessman Mel Kaufmann put out a small self-published tome called Kaufmann Corollaries. It is a book that every businessperson and every member of a chamber or service group (and especially every salesperson) should read.

Among his 100 rules for networking is rule number 44. Your firm's name on your badge should be twice as large as your own name. Rule 46 is that your firm's name should be readable from 10 feet away.

Some people went so far as to have silk-screened T-shirts made up with the company's name emblazoned across the front. These get given out a lot. I have such a big collection of these that there are some I haven't worn

twice. These shirts wind up in the same category of promotional or specialty advertising as coffee cups, matchbooks and baseball caps. They follow in the grand tradition of sports team and even school colors.

But what should the community-involved, middle management types wear when they are out in public? Certainly not a T-shirt! The polo or golf shirt was one idea. It looks hip and casual. It certainly fits the Southern California climate. But it just didn't make it in the boardroom...except for maybe causal day.

Thus was born the blue, buttoned-down logo shirt. And there we were — five of us in one room all wearing our company's symbol on our tasteful blue shirts.

Granted, the quality of the shirts varies. Arrowhead Credit Union has very nice Arrow oxfords. Norco Mitsubishi, in the heart of the Inland Empire's horse country, got something that's almost denim. The city of Ontario has blue shirts with the "Southern California's Ontario" logo. (With Air Canada coming into ONT these will become very important.) The chain of Candy Bouquet stores has its slogan in small stitching. ESPN has just the four letters.

Restaurants have even gotten into the act. When Compass Creek in Rancho Cucamonga opened, it had its logo embroidered on denim shirts. Now they are being sold off, to be replaced with shirts bearing a new National Brew Pub logo. The Yard House, in Long Beach, has simple white stitching, and the Crabby Bob's chain has an embroidered patch sewn into a short-sleeved version.

Even the *Inland Empire Business Journal* has a blue oxford, based on a logo that includes the name of the parent company, Daily Planet Productions.

More tasteful than a name tag. As stylish as the person next to you. And yes, you can wear them with a tie. The blue logo shirt has become the identifier and fashion statement for businesses in our area.

## Executive Notes

Steven R. Sensenbach, president and CEO of **Vineyard National Bancorp** and **Vineyard National Bank** in Rancho Cucamonga, announced that **Frank Alvarez** has been elected chairman of the board... **Matthew J. Zukowski** joins the **Spa Hotel & Casino** in Palm Springs as the new spa director, and catering manager **Edward Voysest** has been named the new food and beverage director...Bank of America in Riverside announced that **James O. Heil**, client manager with the bank's commercial banking group, and **Helen Wilson**, a commercial credit products officer, have been promoted to positions of senior vice president...Former customer service supervisor **Jacqueline Mitchell** has been promoted to the position of assistant branch manager of **North County Bank's** Temecula branch...California Congressman **Gary Miller** has appointed Ontario resident **Debbie Acker** to represent him on the Federal Aviation Agency's **Southern California Task Force**...The partners of **Eadie and Payne, LLP**, Certified Public Accountants, with offices in San Bernardino, Redlands, and Ontario, have announced that **John F. Prentice** has been elected managing partner of the firm; **Todd C. Landry** has been admitted to the partnership; and **Gregory H. Lackey** and **Lisa Leach** have been promoted to positions of senior accountant...**Dick Levine**, executive vice president of **Palm Desert National Bank**, announced that **Janis Antoyan Avedesian** has joined the institution as vice president/business development and commercial loan officer.

### Pamala Trotter is Named Director of Human Resources

Pamala Trotter has been named director of human resources for Del Webb's Sun City Palm Desert.

Trotter, who is a veteran of more than 10 years' experience in the field, directs and controls the administration of human resources at Del Webb's resort. The company employs more than 250 people.

Trotter's responsibilities include: recruiting, compensation, benefit plans, employee relations, as well as training. She is also a member of the executive management team.



Pamala Trotter

Prior to joining Del Webb, Trotter was a consultant for Guaranty Federal Bank in Texas. She was also senior vice president of human resources for Hemet Federal Savings and Loan, and Palm Springs Savings Bank.

A graduate of Oceanside High School, Trotter is certified as a senior professional in human resources. She is currently treasurer of the Palm Springs High School Parents Association, and a member of the Girl Scouts of America.



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## Seven of Nation's 10 Most Expensive Housing...

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San Diego, which documented the cost of government (fees and other costs associated with the building requirements in a specific area) in an average city in San Diego County. The report found that the cost of government for the average new home in the city of Carlsbad was more than \$96,000.

California's housing crisis is most acute in the high job growth areas, where the cost of owning a home is three times that of Springfield. "In San Jose, the cost of a home is so outrageous," said Jim Previti, president of the California Building Industry, "that a job earning you \$90,000 qualifies you for housing subsidies. The only problem is there isn't any affordable housing available in the city."

Rivinius cited several reasons for the dramatic price discrepancies between California housing and that in other areas of the country, among them what he termed "our regulatory morass in California," and "unwarranted lawsuits that have virtually eliminated the development of attached housing units."

The CBIA is lobbying for the development of a statewide infrastructure investment plan and for construction defect litigation reform.

Meanwhile, a California Department of Finance study indicated that California is producing 2.8 new jobs for every new home construction. According to the department, a healthy jobs to housing ratio production rate is 1.5 jobs for every new home.

## A Restaurant Critic Marches on His Stomach

by Joe Lyons

Too often I say nice things about the restaurants where I dine and people start to think that I am easily impressed.

The truth is...I am not. To be "fair," there are a lot of nice dining locations in the Inland Empire, and Southern California in general, but there are a few things that really set me off.

Rather than blame any one restaurant, I have decided to lump them all in one big gripe article and hope that the guilty parties correct their mistakes.

There are several problems and they are presented here in no particular order. You may agree with some and you may think I am way out of line on others. Personally, I don't care. They bother me. If they don't bother you — then put up with it.

I really do not like being told that there is a 45-minute wait for a table, but I am welcome to find a seat in the lounge. It is nothing more than a cheap ploy to sell more drinks. I am sure of this when I walk past empty tables to get to the bar.

My brother, Chuck, likes to drink tea. So...what happens when he finishes his cup? The waiter runs by and fills it with coffee. If he stops him or her in time, my cup will be filled and Chuck will be charged for a second cup of tea. It is just hot water, for pity's sake!!

Walk down the aisles in a grocery store and count the number of types of salad dressings. How many do you find? 50? 75?

So why does the average restaurant have four choices? They say they can't stock them all. Come on. How much room does one bottle of Catalina take up?

Waitpersons are either on a break somewhere, or they are so close they may as well sit down next to you. Just as a friend is telling you why a marriage is ending or about quitting a job, the dimpled girl pops up to ask if everything is OK?

It is not.

I am told that many waitresses ignore female customers and try hard to impress the gentlemen. This can be very disturbing in an age when women often are paying for the din-

ner. When they bring you the bill they announce, "I'll take this when you are ready." Having said that, they leave scorch marks as they run out of sight. You won't see them for another 15 minutes or so.

Then, there is the food itself. Why can't "medium" mean the same thing in all restaurants? In some locations, "medium" comes out crispy. In others, "medium" is so rare it gets up and walks away. This holds true, in reverse, for seafood. It is almost always overcooked and thus drier than it should be. While I'm on the subject, why is most clam chowder really just potato soup?

Baked potatoes. I love baked potatoes. But you don't have to make them in aluminum foil. And if you do, you can take them out of the foil in order to serve them. I hate digging little pieces of foil out from between my back teeth.

Bread and butter are simple staples of life. But most bread is so soft you can blow a hole through it...and the butter is frozen solid. It doesn't matter if it is wrapped in little foil blocks, or it is carved into those beautiful round balls. Frozen solid butter will tear through soft bread. You could call it a basic law of nature. It drives me crazy.

Soft drinks have the same problem, whether they are served in a fast food place or Beverly Hills. They are all ice! Why charge me for a medium cola or iced tea and then give me a cup full of ice with about three swallows of the drink? Besides, aren't the drinks kept chilled anyhow?

Finally, there is the practice of tipping. The history is fuzzy. No two people agree. But many believe that the letters stand for "To Insure Promptness."

If this is true, then the gratuity should be given out at the start of dinner, not at the end. And if you don't tip well, your server thinks you are a deadbeat. It never occurs to them that maybe their service was bad.

Dining out should be more than just a pleasant experience. It should be a celebration. It should mean clean silverware. It should mean dishes without something strange caked on it. And, I really hate to be picky, but could I please get a seat away from the crying baby?

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## DESERT BUSINESS JOURNAL

### Robinson Ranch-North is Part of a Yucaipa Family's Legacy

Robinson Ranch-North is a 159-acre mixed-use development designed in accordance with the general plan for the city of Yucaipa. As envisioned, Robinson Ranch-North will encompass the 94-acre Oak Ridge Village regional commercial/retail center and the adjoining 65-acre Wildwood Center, a master-planned residential and commercial community.

The land on which Robinson ranch property is today situated was part of a large working dairy within the town of Yucaipa. The development is part of the 580-acre Robinson family landholdings, purchased by Grant and Tish Robinson in 1955. It is situated along the northeast quadrant of the I-10 interchange at Oak Glen Road. Specifically, the property is bounded on the south by the I-10 and Calimesa Blvd., on the northwest by Oak Glen Road, on the east by Wildwood Canyon Road, and on the north by Colorado Street.

With its "high visibility/easy access" location along the I-10/Oak Glen Road interchange, Robinson Ranch-North is strategically placed to serve as both a regional commercial hub and the gateway to the city of Yucaipa.

Under the proposed plan for Robinson Ranch-North, the only res-

idential development planned will be located within Wildwood Center, and will include 24 estate-sized single-family detached homes on 6 acres, and a mix of 216 detached and attached homes on 27 acres.

Commercial space has been identified for both Oak Ridge Village and Wildwood Center. Oak Ridge Village is expected to provide approximately 700,000 square feet of commercial space, including: retail, dining, professional office space, hospitality, and business uses.

Wildwood Center is planned to include 191,000 square feet of commercial space, including: retail, dining, professional offices, and business space.

Robinson Ranch-North LLP the landowner and manager of Robinson Ranch-North is Robinson Ranch-North LLP, a partnership between members of the Robinson family. The family also has other partnerships that collectively own and manage the landholding assets of the Robinson family, which has owned and lived on the land since 1955.

This project is founded on the Robinson family's commitment to balance the need for homes, business and jobs, with the responsibility to preserve and build upon the land's rich history.

### Foundation Names New Board of Directors

The Foundation for the Retarded of the Desert has announced the names of the board of directors for the year 2000. Elected by the foundation's approximately 380 general members, the 19-person board is primarily responsible for charting and guiding the organization's growth so it can meet the continuing needs of the community. New officers are: Henry S. Hendler, president; Noel Laursen, treasurer; Jim Lusnar, first vice president; Joe Solomon, second vice president, and Dawn Suggs, secretary.

"Over the past year, the foundation has seen tremendous growth," said Dr. Richard Farmer, the organization's executive director. "The

new board will focus on increasing the foundation's services to the Coachella Valley by expanding its business services."

The Foundation for the Retarded of the Desert is dedicated to increasing the choices, capabilities, and interdependence of persons in the Coachella Valley who are mentally and physically challenged, by offering: vocational training, community awareness, recreational opportunities, and employment in fields ranging from custom embroidery to business mailings.

For more information about the foundation or to become a member, please call Dr. Farmer at 760-346-1611.

### RV Developments Would Net Indio \$1.7 Million Annually

The developer of four recreational vehicle park projects north of Interstate 10 in Indio has requested a joint Planning Commission/City Council working session this month, to be followed by joint approvals of their planned resort facilities.

In January, the Indio Planning Commission approved the first of the four planned "north of 10" projects, a 25-acre travel plaza at Jackson Street and the I-10 that will include two restaurants, a gas station and food mart, along with recreational vehicle and marine sales and service. The "Ventana RV Travel Plaza" is on the council agenda for final approval consideration this month. Once approved, construction would begin within two or three months—"as soon as engineering is complete," according to Larry Eversull, president of RV

Showcase Productions.

A fiscal/economic analysis commissioned by the developer indicates the projects would create 740 new jobs and net \$1.7 million income annually for the city. Unlike several "south of I-10 proj-

*"We saw an opportunity here in the Coachella Valley back when the real estate market was depressed. This has become a real destination spot."*

ects," which have faced stiff resistance from both city residents and the planning commission, Eversull does not foresee any opposition to his company's proposed developments.

"We're on the north side of the freeway in a previously undeveloped area, not in the middle of

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## At deadline...

continued from page 3

players for good shots during the time they were qualifying for the team that would go to the nationals. Cal State subsequently reported the alleged violations to the NCAA.

### Chaffey College Opens Chino Center Location

Chaffey College inaugurated its new Chino branch in the former Bank of America building, which underwent a \$2.5 million renovation.

An additional \$2.5 million was spent on alterations and equipment. The Chaffey Chino center, the culmination of an eight-year partnership with the city and the Chino Redevelopment Agency, offered 51 classes in 20 subjects—from accounting to geography, in its inaugural spring semester. The center features complete student services, from classrooms and labs to counseling, financial aid, and a bookstore. Chaffey College has two other off-campus locations in Fontana and Ontario.

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Modtech Holdings Inc.	7.500	6.000	1.500	25.0	Hot Topic Inc.	18.125	23.250	-5.125	-22.0
Life Financial Corp.	4.500	4.000	0.500	12.5	PFF Bancorp Inc.	16.000	19.375	-3.375	-17.4
Channell Commercial Corp. (H)	12.500	11.438	1.063	9.3	National RV Holdings Inc.	16.375	19.250	-2.875	-14.9
Watson Pharmaceutical Inc. (H)	38.625	35.813	2.813	7.9	Fleetwood Enterprises	17.938	20.625	-2.688	-13.0
CVB Financial Corp.	24.125	23.125	1.000	4.3	Keystone Automotive Inds Inc.	5.35	5.875	-0.500	-8.5

Name	Ticker	1/26/00 Close Price	12/31/99 Open Price	% Chg. Month	52 Week High	52 Week Low	Current P/E Ratio	Exchange
American States Water Co.	AWR	33.688	36.000	-6.4	39.75	22.19	17.2	NYSE
Channell Commercial Corp. (H)	CHNL	12.500	11.438	9.3	13.63	6.75	12.4	NASDAQ
CVB Financial Corp. (L)	CVB	24.125	23.125	4.3	29.63	18.38	19.3	AMEX
Fleetwood Enterprises Inc. (L)	FLE	17.938	20.625	-13.0	37.44	17.50	6.4	NYSE
Foothill Independent Bancorp (L)	FOOT	12.250	13.000	-5.8	15.88	11.50	12.3	NASDAQ
HOT Topic Inc.	HOTT	18.125	23.250	-22.0	27.13	6.34	17.9	NASDAQ
Kaiser Ventures Inc.	KRSC	16.125	15.984	0.9	19.38	8.00	268.8	NASDAQ
Keystone Automotive Industries Inc. (L)	KEYS	5.375	5.875	-8.5	21.63	5.31	4.7	NASDAQ
Life Financial Corp.	LFCO	4.500	4.000	12.5	8.00	2.94	NM	NASDAQ
Modtech Holdings Inc.	MODT	7.500	6.000	25.0	17.75	4.75	10.6	NASDAQ
National RV Holdings Inc. (L)	NVH	16.375	19.250	-14.9	29.50	14.00	5.6	NYSE
PFF Bancorp Inc. (L)	PFFB	16.000	19.375	-17.4	23.75	15.38	8.4	NASDAQ
Provident Financial Holdings Inc. (L)	PROV	16.125	16.500	-2.3	20.56	15.50	5.9	NASDAQ
Watson Pharmaceutical Inc. (H)	WPI	38.625	35.813	7.9	59.13	26.50	23.8	NYSE

Notes: (H)-Stock hit 52 week high during the month, (L)-Stock hit 52 week low during the month, NM - Not Meaningful

Five Most Active Stocks		Monthly Summary 1/26/00	
Stock	Month Volume (000's)		
Watson Pharmaccutical Inc.	11,222,400	Advances	6
HOT Topic Inc.	6,887,300	Declines	8
Fleetwood Enterprises	3,304,500	Unchanged	0
National RV Holdings Inc.		New Highs	2
Keystone Automotive Inds Inc.	2,386,600	New Lows	7
D&F/IEBJ Total Volume Month	29,216,000		

Duff & Phelps, LLC

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Business Bank of California is Now Wholly-Owned Subsidiary

Business Bank of California has announced the formation of Business Bancorp, a bank holding company. Effective on Jan. 21, 1999, Business Bank of California became a wholly-owned subsidiary of Business Bancorp, stock symbol: BZBC.OB.

Business Bancorp is a newly-formed California corporation, organized at the direction of the board of directors of Business Bank of California. Alan J. Lane, president and chief executive officer of the bank and holding company commented, "Formation of the holding company represents achievement of a strategic goal to enhance the bank's franchise. The new corporate structure will better position the company to respond to changes in the banking and financial services industry, while providing greater flexibility in meeting future financing needs of the holding company and its subsidiaries."

The bank's aggressive expansion and acquisition strategy was the primary factor in the establishment of the holding company structure. Inherent in the expanded capabilities represented by the reorganization is the flexibility of acquiring additional banking franchises which could remain autonomous in operation, and retain the name of the acquired bank where that name represents franchise value.

Shareholders of Business Bank of California will receive a letter of transmittal instructing them how to exchange their shares for Business Bancorp shares. Each share will be exchanged for one share of Business Bancorp stock. Shareholders may continue trading shares of Business Bank of California stock as if they are Business Bancorp stock until shares have been exchanged. Customers are requested not to bring certificates into the bank for conversion.

Homeowners Vote John Laing Homes "Builder of the Decade"

John Laing Homes has been named winner of the "Builder of the Decade" award, based upon overall homebuyer satisfaction ratings during the 1990s, announced Robert Mirman, president of National Survey Systems Inc. (NSS), the independent consumer research firm that conducts the satisfaction survey program.

This nationally acclaimed award stands out in comparison to others, since it is not a building industry award and is the only prize in the country awarded on the basis of homebuyer satisfaction. This award is a special addition to the annual Home\* Buyers\* Choice awards given out each March by NSS, in which John Laing Homes has won "Builder of the Year" in four of the past nine years.

"One of our company-wide goals is to give every customer an excellent homebuying experience," said Larry Webb, chief executive officer of WL Homes. "This award is a reflection of our success and means a lot to the company and to every person here who is involved in delivering this experience to our customers."

As part of its monthly Home\*Buyer\*Satisfaction\*Survey program, NSS currently evaluates 52 major home builders, and has surveyed more than 175,000 homebuyers in the past decade. Of this select group, John Laing Homes has consistently been highly ranked, especially in the area of customer service and referrals. Its success is due to the company's attitude of being extremely customer-driven and its focus on product quality and customer service excellence. During this time period, John Laing Homes' referral rate has risen four-fold, now averaging almost 30 percent per month.

Each year, this nationally recognized survey program asks more than 16,000 new homebuyers to evaluate their builder's key personnel: sales, lender, escrow, design consultant and customer service representatives. Buyers are also asked to rate their home's amenities, features operation, quality, and value. Surveys are sent out at 30 days, five months, and 10 months after move-in, and an average of 61 percent of all surveys are returned by homebuyers.

National Survey Systems is an independent consumer research firm that provides builders with the information and detailed analysis needed to understand the needs of today's homebuyers and homeowners. The newest division, "Seniors/Multi-Housing Research," conducts market feasibility (supply/demand) research on senior and multi-family housing — tax credit and market rate — throughout the U.S.

As one of the nation's top home builders with over 150 years of experience, WL Homes LLC, the parent company of John Laing Homes, is committed to building quality single-family homes. Headquartered in Irvine, Calif., the company has eight divisions in six states: California, Utah, Nevada, Colorado, Maryland and Virginia.

RV Developments...

continued from page 45

town," said Eversull, referring to a planned RV development in south Indio that was rejected by the planning commission.

Gary Werner, director of development services for the city, said the commission denied the in-town project because it "was inconsistent with the country estates/Indio ranchos concept" originally called for in city zoning guidelines. The Indio

City Council subsequently overruled the commission's decision and approved that project on appeal.

The three RV Showcase projects awaiting Planning Commission review include: a 155-acre RV subdivision with 428 lots, an 18-hole golf course, and a 10,500-square-foot clubhouse facility; a 37-acre RV park with 275 rental spaces, and a 14-acre hotel/conference center/RV museum complex.

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1/10/00	Del Webb, 39755 Berkey Dr., Palm Desert, CA 92211
Desert Hot Springs	
MISC	WAREHOUSE OFFICE SERVICE PR
\$2,073,270	13725 Santa Ana Ave., Fontana
1/24/00	Jame Parkhouse, P.O. Box 2430, Bell Gardens, CA 90202
MISC	MINI STORAGE 3-BLDGS. PLAN REVIEW
\$1,069,466	Rim Storage LLC/Dennis Levitt, 14011 Ventura Blvd., Sherman Oaks, CA 91423
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# Inland Empire Restaurant Review

## The "New" Calla Is Not Supposed to Be the "Old" Calla

by Joe Lyons

Calla, the little door in the lobby at the Ontario Airport Hilton

that leads to an intimate dining room, is back. But if you're looking for the old five-star elegance, it's not there. I



**Make reservations for an award-winning dinner.**

### So... What's for Dinner?

Publisher Bill Anthony and TV news anchor Joe Lyons regularly visit some of the nicest restaurants in the Inland Empire and Southern California. You see their reports on the "Inland Empire TV News" and read all about it in the *Inland Empire Business Journal*. But you may not always agree. Now you can join Bill and Joe. Send a card or letter. We may select you to join us on an upcoming restaurant review.

**Write: Restaurant Review**  
c/o Inland Empire Business Journal  
8560 Vineyard Ave., Ste. 306,  
Rancho Cucamonga, CA 91730  
**Or call: (909) 484-9765**

remember the original Calla, with "old" John, the maitre d'. He was tall, distinguished and had a slightly European accent.

He was later replaced by "young" John. John Hanson was a surfer dude from Newport Beach by day. By night, he was the perfect, tuxedoed maitre d'. He knew your drink, even after a year. He organized monthly wine dinners. He could prepare Caesar salad, Chateaubriand and Banana's Foster, tableside, and still keep the room content.

Of course, the room has only five booths and about eight tables. He even kept a fine liquor cabinet with the best Remy Martin cognac, and Napoleon brandy. When John left, things wound down. Eventually the little room off of the lobby became no more than storage.

Now it is back...kind of. The corporate people had sent down an order that only one restaurant could be open at any one time, so it was decided to close the Cafe Catalina sandwich shop in the evening, and reopen Calla.

Of course, that means that it now has a "casual dining" portion on the menu, with burgers and a club sandwich, and very few people who come in have dressed for dinner. Still, many of the old touches are still there.

The lobster bisque (\$5.25) is still rich and tasty and almost but-tery. You can still get your Caesar

(\$4.75) or spinach salad (\$4.50) prepared tableside.

For entrées, I went with steak and shrimp (\$18.50) and while the New York steak was good and the veggies were exactly al dente, the shrimp could have been spicier.

The halibut steak New Orleans (\$14.25) was nicely grilled, not too dry and covered with Paul Prudhomme Cajun herbs. Spicy, but not too hot. I am sure if you wanted it hotter you could get it that way.

Desserts came off the cart, but we were told that if we really wanted something fancy it could be done in about 10 minutes.

Although a lot of the people who made the Ontario Hilton great are gone, Chef Seys is still in the kitchen. This must account for why the quality remains, even if the standards have changed.

Also, a young man named Rico must be saluted here. He is not yet ready to wear the tuxedo of a Calla maitre d', but he has a lot of talent, and if the facility swings back toward the old days, he should fit the bill.

Don't expect the "new" Calla to be just what the "old" Calla was, but for the Inland Empire, it still makes for a very pleasant getaway.

*Calla is in the lobby of the Ontario Airport Hilton, 700 North Haven Avenue in Ontario. Phone (909) 980-0400.*

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## MEAD ON WINE

### It Ain't Your Daddy's Oldsmobile

by Jerry D. Mead

If you haven't noticed, Gallo Sonoma has almost nothing in common with Gallo wines of even a decade ago. You might also have noticed Gallo's advertising has a much different emphasis.

The late Julio Gallo was indeed a very talented winemaker, but I don't think anyone would disagree that Julio's granddaughter Gina, with her bright smile, is much easier to look at. And while there's no question that Julio inspired and influenced Gina, there is also no question that the student has surpassed the master.

It is also true that this young winemaker was provided with every possible tool of the trade, from the largest vineyard holdings in Sonoma County, to the latest, state-of-the-art winemaking equipment.

Julio got the new Gallo rolling roughly 20 years ago, when some of the first varietal wines were released under the Gallo label, and it was about the same time frame that Gallo began employing giant oak vats for aging its wines. The company had insisted for decades that stainless steel tanks made cleaner, fruitier wines. It would be several more years before Gallo began to employ the small, 55-gallon barrels made of French and American oak that provide the buttery nuances consumers seem to love.

Along the way there have been any number of dramatic changes at Gallo, including new modern label designs and packaging. With its own gigantic, glass manufacturing plant, no one can change packaging as rapidly as Gallo, which has also introduced new brands to aim at specific target markets.

Some of Gallo's labels include: **Turning Leaf, Rancho Zabaco, William Wycliff, Marcelina and Indigo Hills.** A recent tasting of several wines from the current releases showed us just what Gina has been up to:

**Gallo Sonoma 1998 Russian River Chardonnay (\$12)**

Really lush, sweetish impression, tropical fruit with pineapple a major statement. Way more flavor than one usually finds in this price range. Rating: 89/90.

**Gallo Sonoma 1996 "Stefani Vineyard" Chardonnay (\$16)**

In some ways less aggressive, with slightly earthy undertones and apple notes mixed with the tropical fruit. Rating: 90/88

**Ernest & Julio Gallo 1997 "Estate Bottled" Chardonnay (\$40)**

Very youthful, but very elegant, with slightly smoky, buttery oak vanillin. All of the best in Chardonnay fruit is here...apple, citrus and tropical. Rating: 92/83.

**Gallo Sonoma 1997 "Sonoma County" Merlot (\$11)**

Blended to small quantities of Cabernet Franc and Carignane, the result is big black cherry flavors, but with some riper plum leading to prune. A solid wine, but with just a hint of bitterness. Rating: 86/86

**Rancho Zabaco 1996 "Dry Creek" Zinfandel (\$16)**

This wine has been receiving universally high marks, so maybe the wine or the taster was having an off day. I found it plump and overripe for a Dry Creek Zinfandel, and probably a tad low in acidity. Rating: 85/83

**Gallo 1995 "Frei Ranch" Cabernet Sauvignon (\$22)**

Gallo Cabernets tend to have a universally similar flavor profile, leaning especially to the smoky oak side of things and the black fruits. The difference from one to the other seems mostly a matter of extraction and intensity. This is a wine that will benefit from at least five years cellaring. Rating: 92/87

**Ernest & Julio Gallo 1994 "Estate" Cabernet Sauvignon (\$50)**

There is that flavor kinship again. The blackberry, black currant and black cherry and more of that heavy char, smoky oak complexity. Rating: 92/82.  
**Ernest & Julio Gallo "Estate"**

**1996 Cabernet Sauvignon (about \$50)**

Scheduled for a Jan. 1 release date, this one is even riper, richer and far more silky/supple. This beauty can definitely be considered a seduction beverage. Rating: 98/84

**Best Buy Wine of the Week is Gallo Sonoma 1996 Cabernet Sauvignon (\$11)**

Wow! Tremendous value! Case purchases highly recommended. Big, ripe, black-fruited red wine, with blackberry here, black plum or black currant there, and lots of bold black cherry to finish off this black fruit salad. More intense — smoky, heavy toast, barrel-char complexity. Rating: 96/95

Because Gallo is the largest winery in the world, there's a tendency to think they make tens of thousands of cases of everything they produce. That just isn't so. The "Estate" wines and some of the vineyard designated ones are available in no larger quantities than you might find at many "boutique" wineries.

Should you have trouble tracking down any of the Gallo wines, you can contact Gallo's director of communications at (707) 431-5622 or e-mail: kimberly.charles@ejgallo.com.

*Wines are scored using a unique 100 point system. First number rates quality; second number rates value.*

**Wine Selection & Best Rated**  
by Bill Anthony

<b>Geyser Peak</b>		<b>De Loach</b>	
1998 Sauvignon Blanc \$9.00	Sonoma County, California	1995 Cabernet Sauvignon \$28.00	Russian River Valley, Sonoma County, California, Estate Bottled, O.F.S.
1996 Petit Verdot \$20.00	Alexander Valley, California, Winemaker's Selection	1997 Chardonnay \$28.00	Russian River Valley, Sonoma County, California, O.F.S.
1996 Shiraz \$32.00	Sonoma County, California, Reserve Shiraz	1997 Fume Blanc \$14.00	Russian River Valley, Sonoma County, California
1998 Gewurztraminer \$8.00	California	1997 Pinot Noir \$18.00	Russian River Valley, Sonoma County, California, Estate
1996 Merlot \$17.00	Sonoma County, California	1997 Pinot Noir \$28.00	Russian River, Sonoma County, California, Estate, O.F.S.
1995 Cabernet Sauvignon \$29.00	Alexander Valley, California, Reserve	1997 Zinfandel \$18.00	Russian River Valley, Sonoma County, California, Estate
1998 Riesling \$8.00	California	<b>Cherryblock</b>	
1996 Malbec \$20.00	Alexander Valley, California, Reserve	1994 Cabernet Sauvignon \$50.00	Sonoma Valley, California, Estate Bottled
1996 Merlot \$32.00	Alexander Valley, California, Reserve	<b>Christopher Creek</b>	
1996 Meritage \$32.00	Alexandre Valley, California, Reserve	1997 Petite Sirah \$20.00	Russian River, California, Estate Bottled
1996 Cabernet Franc \$20.00	Alexander Valley, California, Reserve	<b>Cilurzo</b>	
1997 Chardonnay \$14.00	Sonoma County, California	1997 Merlot \$18.00	April & Luiseno Vineyards, Temecula, California
1996 Chardonnay \$23.00	Alexander Valley, California, Reserve		
1996 Shiraz \$16.00	Sonoma County, California		



# NEW BUSINESS

**Celebrity Hair**, 74120 El Paseo, Palm Desert, CA 92260-4120, Bergen Carey  
**Cellular Promotions Unltd.**, 1739 S. Euclid Ave., Ste D, Ontario, CA 91762-5831, John Wosman  
**Centro De Motivacion Y Supercacion**, 9506 Magnolia Ave., Ste 207, Riverside, CA 92503-3636, Miguel Valdes  
**Century 21 Town & Cntry. Realty**, 11030 Arrow Rte., Ste 201, Rancho Cucamonga, CA 91730-4837, Nasim Ahmed  
**Chacon Transport**, 446 E. James St., Rialto, CA 92376-7180, Gabino Chacon  
**Chalk Paint**, 7422 Alta Cuesta Dr., Rancho Cucamonga, CA 91730-1003, Robert Shockley  
**Champion Awards & Gifts**, 9891 58th St., Riverside, CA 92509-4737, Brenda Strader  
**Chanos Tires**, 120 N. Campus Ave., Ontario, CA 91764-4202, Juan Marin  
**Chardos Boutique**, 14173 Green Tree Blvd., Ste 1, Victorville, CA 92392-4343, Charlene Solis Inc.  
**Charlie Automotive**, 26793 Madison Ave., #107, Temecula, CA 92592, Charlie Mazurek  
**Chateau Realty**, 334 Orange Show Ln., San Bernardino, CA 92408-2023, Teresita Manese  
**Chavas Plumbing**, 9762 Vernon Ave., Montclair, CA 91763-2946, Salvador Marruffo  
**Checkinspect Inspection Svc.**, 15978 Muni Rd., Apt 7, Apple Valley, CA 92307-1278, Edward Van Sloten  
**Chelseas 2 Cute Collbls.**, 25873 Casa Encantador Rd., Moreno Valley, CA 92551-7055, Roberta Cook  
**Cheque Mate**, 2470 Citation Dr., Norco, CA 91760-2701, Michelle Snyder  
**Chg. Enterprise**, P.O. Box 200, Mentone, CA 92359-0200, Charlesetta Griffin  
**Chicos Tecate Grill**, 11815 Foothill Blvd., Ste E, Rancho Cucamonga, CA 91730-3909, Mazen Kaddoura  
**Child Abuse Intervention Fund**, 101 E. Redlands Blvd., Ste 245, Redlands, CA 92373-4725, Childhope  
**Children Cancer Assist. Ntwk.**, 956 E. 9th St., Upland, CA 91786-5425, Abundant Life  
**China Jos Chinese Restaurant**, 73091 Country Club Dr., Ste A2, Palm Desert, CA 92260-2338, Yinong Li  
**Chinatown Fast Food**, 25542 Barton Rd., Loma Linda, CA 92354-3109, Sun Chhay Chung  
**Chino 1 Hour Photo**, 12865 Mountain Ave., Chino, CA 91710-4556, Muhammad Mostaf  
**Chino Hills Tax Svc.**, 6734 Cattle Creek Dr., Chino Hills, CA 91709, David Lenihan  
**Chipsnthings**, 11425 Bryant

St., Yucaipa, CA 92399, Hamed Aryafar  
**Chit Chat Wireless.Com**, 45324 Esmerado Ct., Temecula, CA 92592-6070, Christopher Plante  
**Christian Parent Care**, 25070 Daisy Ave., Loma Linda, CA 92354-3459, Carrie Poptelecan  
**Chronic Future**, 5570 Bonnie St., San Bernardino, CA 92404, Michael Brown  
**Chrystal Clear Acctng. Solutions**, 7040 Archibald Ave., Apt 40, Alta Loma, CA 91701-6411, Chrystal Gibbons  
**Citrus Belt Assisted Living**, 1512 W. Fern Ave., Redlands, CA 92373-4916, Rivalch Inc.  
**City Bakery**, 3768 E. Grand Ave., Pomona, CA 91766-3935, Kurt Walker  
**City Reservations**, 18387 Outer Hwy 18, #4D, Apple Valley, CA 92307, Tony Economou  
**Citywide Home Loans**, 43186 Corte Argento, Temecula, CA 92592-3816, Tract Johnson  
**Clairston Recon Auto Sales**, 5334 Holt Blvd., Montclair, CA 91763-4526, Kenneth Hairston  
**Classy Clips**, 28700 Las Haciendas St., #B, Temecula, CA 92590-2651, Jeffrey Jansen  
**Clean As A Whistle**, 104 W. C St., #206, Ontario, CA 91762-3402, Kathy Foglia  
**Clearly Innovative Prods.**, 39360 Peterson Rd., Spc. 56, Rancho Mirage, CA 92270-3000, Barbara Noble  
**Clearly Wireless**, 1250 Edgewood Ln., Upland, CA 91786-2911, Traci Miller  
**Cliff & Sons Trucking**, 12596 Broadleaf Ln., Moreno Valley, CA 92553-4771, Clifton Williams  
**Clinica Medica Laross**, 281 E. Base Line St., San Bernardino, CA 92410-3728, Arthur Jimenez  
**Clipindales**, 2300 S. Sultana Ave., Spc. 246, Ontario, CA 91761-5868, Bernadette Calo  
**Cloverleaf Dvlpmnt.**, 35321 Wildwood Canyon Rd., Yucaipa, CA 92399-5124, Mike Schera  
**Club Matrixx**, 8916 Foothill Blvd., Rancho Cucamonga, CA 91730-3470, Dancers Inc.  
**Co. Mechanical Designs**, 840 Mandevilla Way, Corona, CA 92879-8848, Alejandro Herrera  
**Coachella Auto Collision Center**, 85105 54th Ave., Thermal, CA 92274, Lorenzo Garcia  
**Coachella Indoor Swapmeet**, 304 Canterbury Ct., Upland, CA 91784-8923, Brian Woo  
**Coachella Vily. Pty. Rentals**, 81800 Trailer, #G, Indio, CA 92201, Tracy Moffitt  
**Coachella Vly. Pontiac G M C Buick**, 78960 Varner Rd., Indio, CA 92203, Ruby Henderson  
**Coast Property Mgmt.**, 1422 E. Highland Ave., San

Bernardino, CA 92404-4612, Margaret Bradnum  
**Cobra Productions**, 41981 Margarita Rd., #77, Temecula, CA 92591, Mark Hall  
**Cocchellas Super Disc Store**, 49976 Harrison St., Coachella, CA 92236-1471, Eduardo Alvarez  
**Cold Stone Creamery #105**, 40620 Winchester Rd., #B, Temecula, CA 92591-5504, Kenneth Contreras Jr.  
**Coldstone Creamery**, 155 S. Palm Canyon Dr., #B2, Palm Springs, CA 92262-6303, Thomas Gillespie  
**Coldwell Banker Realty Cntr.**, 501 W. Redlands Blvd., Redlands, CA 92373-4642, Breakaway 5  
**Colima Tires**, 11012 Hole Ave., Riverside, CA 92505-2720, Jose Gomez  
**College Funding Svc.**, 222 E. Olive Ave., Ste. 6, Redlands, CA 92373-5268, James Riner  
**College Glass & Mirror**, 4650 Arrow Hwy., Montclair, CA 91763-1223, Rosemarie Young-Benson  
**Colonial Financial Grp.**, 3845 La Sierra Ave., #200, Riverside, CA 92505-3503, David Oliva  
**Color Ink Spot**, 6034 Felspar St., Riverside, CA 92509-5060, Martha Boudreaux  
**Colton Industrial Park**, 1495 N. 8th St., Colton, CA 92324-1403, Panda-Gosnell Enter. LLC  
**Columbia Machining**, 1227 Brooks St. Ste G, Ontario, CA 91762-3610, Joe Rodriguez  
**Combat Karate**, 3267 N. "E" St., San Bernardino, CA 92405-2617, Alfred Baigent  
**Commercial Clean Svc.**, 68140 Tortuga Rd., Cathedral City, CA 92234-3694, Bernard Bricker  
**Commercial Drivers Lic. of CA**, 9615 Ripple Creek Dr., Moreno Valley, CA 92557, Robert Moore  
**Community Family Medical Clinic**, 25899 Base Line St., San Bernardino, CA 92410-7068, M. Hunter  
**Compact Truck & Auto Parts Svc.**, 84993 Avenue 48, Coachella, CA 92236-1226, Ajm Auto Inc.  
**Competive Stride**, 25679 Fir Ave., Moreno Valley, CA 92553-4769, Anthony Gardea  
**Complete Protect Alarm Svc.**, 25915 Joanne Dr., Hemet, CA 92544, Donald Merritt  
**Compunet Solutions**, 13680 Bear Valley Rd., #4, Victorville, CA 92392-8512, Gordon Maine  
**Compute Resource**, 14105 Camino Del Oro, Riverside, CA 92508-2474, Neil O'Neil  
**Computeek**, 68615 Panorama Rd., Cathedral City, CA 92234-8153, George Guillen  
**Computer Aided Drafter Svc.**, 409 E. Thornton Ave., Hemet, CA 92543-7658, William Kilbourne

**Computer Guru**, 12369 Windsor Dr., Yucaipa, CA 92399-1946, Kevin Sharp  
**Computer Training For Everyone**, 4154 Pine St., Riverside, CA 92501-3450, Jerry McDonald  
**Computerease**, 529 W. 2nd St., Rialto, CA 92376-5716, Dorothy Loper  
**Concretenetwork.Com**, 11375 Oak Hill Ln, Yucaipa, CA 92399, Jim Peterson  
**Conrad Motor Sports**, 2900 Adams St. #C, Riverside, CA 92504-4335, Marc Conrad  
**Consumer Asset Recovery Svcs.**, 3449 Morro Hill Rd., Hemet, CA 92545-9276, Julie Tyler  
**Consumer Home Svcs.**, 370 W. Grand Blvd., #203, Corona, CA 92882-2173, Roger Steiner  
**Continental Cleaners K & C**, 17089 Valley Blvd., Ste B, Fontana, CA 92335-6831, Kenneth Eke  
**Contingency Solutions**, 4300 Green River Rd. Ste 114, Corona, CA 91720-1506, Gregory Ward  
**Control Systems**, 25553 Cascada Cir., Moreno Valley, CA 92551-2093, Jess Anderson III

**Cooks Nite Off**, 114 S. Kellogg St., #A, Lake Elsinore, CA 92530-3539, Gwendolyn Lipham  
**Coples & More**, 27364 Jefferson Ave., Temecula, CA 92590-5615, Anthony Belden  
**Corona America Fincl.**, 2523 Ironsides Cir., Corona, CA 92882-5728, Susan Westwood  
**Corona Breast Imaging Center**, 760 Washburn Ave., Ste 11, Corona, CA 92882-3303, John Calderone  
**Corona Lawn Care**, 910 Wakefield Ave., Corona, CA 92882-3127, Victor Ruiz  
**Corona Phys. Therapy**, 817 S. Main St., #B, Corona, CA 92882-3421, Jim Granado  
**Corona Pro Accident & Inj.**, 1450 W. 6th St., Ste 105, Corona, CA 91720-3039, Deidre Ferriera  
**Corona Realty Escrow**, 4300 Green River Rd., Ste 114, Corona, CA 91720-1506, Gregory Ward  
**Costamerica Financial Tax Svc.**, 12125 Day St., Ste K413, Moreno Valley, CA 92557-6725, Janet Grim  
**Cot Com Newsletter**, 7136 Murray Ln., #B, Yuca Valley, CA 92284-3890, Vincent

## Coming Soon

... Sneak Preview ...

**Coming in the March Issue**

**EDITORIAL FOCUS**

FINANCIAL INSTITUTIONS (4TH QUARTER '99)

I.E. MALLS AND RETAIL STORES

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February 20

For information call:

(909) 484-9765

\*Is your company on OUR list? It should be!! If you think your company qualifies to be included on any of the March lists and you have not received a simple questionnaire from Inland Empire Business Journal, please contact:

(909) 484-9765

# MORE NEW BUSINESS

**Kubiak**  
**Cottage Collectables**, 42030 Main St., Ste J, Temecula, CA 92590-2791, Renee Martinez  
**Country Charm Pet Grooming**, 4553 California Ave., Norco, CA 92860-1679, Theresa Ingram  
**Country Club Nails #1**, 74924 Country Club Dr., #10, Palm Desert, CA 92260-1949, Truong Thom  
**Coupon Connection Vii of America**, 11663 Canvasback Cir., Moreno Valley, CA 92557-5414, Anthony Ogwo  
**Coverall Inland Emp Jantrl. Svc.**, 7860 Wells Ave., Riverside, CA 92503-2567, Phillip Gonzalles  
**Coyote Aviation Corp.**, 15 Meadowbrook Ln., Redlands, CA 92374-5514, Coyote Aviation  
**Craftman Connection**, 475 E. 13th St., Beaumont, CA 92223-1501, Julie Searcy  
**Craftsman For Hire**, 2624 W. 5th St., Apt 1, San Bernardino, CA 92410-1246, Derrick Willis  
**Cranky D Ranch**, 17680 Linden St., Hesperia, CA 92345-5430, Sherri McGuire  
**Creative Approach Bus. Solutions**, 6949 Javelina Ct., Riverside, CA 92509-0713, Rosemary Carr  
**Creative Capital**, 1101 California Ave., Ste 100, Corona, CA 92881-6472, Tim Allec  
**Creative Kids**, 8288 Whispering Tree Dr., Riverside, CA 92509-7318, Rachelle Fawcett  
**Creative Landscape Designs**, 28121 Front St., Temecula, CA 92590, William Wolf  
**Creative Solutions**, 11017 Piedmont St., Alta Loma, CA 91701-7542, Rodney Pichon  
**Cross Creations**, 952 E. Ramsey St., Beaumont, CA 92223, Craig Cross  
**Crown Inspection Svcs.**, 1538 J.T. Easley Dr., Corona, CA 91719-4030, Armando Gori  
**Crown Prop.**, 1492 W. 6th St., Corona, CA 91720-3034, Deanna Garrett  
**Cruise Holidays**, 2955 Van Buren Blvd., #H, Riverside, CA 92503-5674, Patricia Vaillancourt  
**Crystal Sandblasting**, 201 S. Sierra Pl., #E, Upland, CA 91786, Charles Meisner  
**Cucamonga Coin Wash**, 9471 Foothill Blvd., Rancho Cucamonga, CA 91730-3504, Nola Cannon  
**Curtis Watertrucks & Equip.**, 37630 James Dr., Temecula, CA 92592-9077, Richard Curtis  
**Custom Bunk Beds**, 18315 Hinton St., Hesperia, CA 92345-6913, Chuck Higgins  
**Custom Crowns Embroidery**, 40820 Winchester Rd., Temecula, CA

92591-5508, Magdy Ibrahim  
**Custom Metal Forming**, P.O. Box 3775, Landers, CA 92285-0775, Gary Crow  
**Cut Above Construction**, 10903 Kearney Ct., Alta Loma, CA 91701-5300, David Chambers  
**Cut To Please**, 29035 Avocado Way, Lake Elsinore, CA 92530-1725, Deborah Runnalls  
**Cutting Edge Store Fronts**, 12210 Michigan St. Ste 30, Grand Terrace, CA 92313-5476, Joshua Mathews  
**Cutting Edge Wallcovering**, 77191 Calle Sonora, La Quinta, CA 92253-3239, Ernesto Martinez  
**Cyber Pos**, 31006 Lakeview E, Lakeview, CA 92567-9116, William Brogdon  
**D & J Plumbing**, 848 W. Virginia St., San Bernardino, CA 92405-5049, Annette Foreman  
**D & M Enterprise**, 1490 S. Vineyard Ave., Ontario, CA 91761-8043, John Dani  
**D & M Water Truck Svc.**, 61268 Begonia Ct., Indio, CA 92201, David Mills  
**D A M E**, 40960 California Oaks Rd., #233, Murrieta, CA 92562-5747, Donna Mohlman  
**D Beauty & D Best Co.**, 2802 Canterbury Trl., Ontario, CA 91761, Cesar Patulot  
**D C S Enterprise**, 329 W. State St., #A, Redlands, CA 92373-4645, Donald Stillings  
**D S Electronics**, 14685 Grandrue Pl., Chino Hills, CA 91709-4388, Doung Wong  
**D S Enterprise**, 12780 Pocono Rd., Apple Valley, CA 92308-6886, Delores Stroing  
**D V Tech Enterprises**, 1011 W. 7th St., San Jacinto, CA 92582-3854, Daniel Voelkel  
**Dada Muffler & Fence**, 4342 1/2 N. Sierra Way, San Bernardino, CA 92407-3823, Michel Dada  
**Dale E. Stands**, 466 Orange St., #300, Redlands, CA 92374-3240, Diane Smith  
**Dale's Transmissions**, 5120 Schaefer Ave., #A, Chino, CA 91710, Chester Spaulding  
**Dan Dan The Garage Door Man**, P.O. Box 1522, Joshua Tree, CA 92252-0849, Daniel Williams  
**Dana Wholesale**, 22725 Turtle Creek Ct., Moreno Valley, CA 92557-1809, Wael Abdulla  
**Dance Art**, 536 E. Foothill Blvd., #B, Upland, CA 91786-3955, Joanne Price  
**Dance Spectrum**, 742 Beaumont Ave., Beaumont, CA 92223-5952, Pearl Wardlow  
**Dangerous Docs Transport**, P.O. Box 188, Mentone, CA 92359-0188, David Feldkamp  
**Daniel's Jewelers**, 244, 146 Inland Center Mall, San Bernardino, CA 92408, Sheldons Of Oce Inc.  
**Danny's Paint Shop**, 560 W. California St., Ontario, CA 91762-4201, Daniel Garcia

**Dan's C Construct. & Mgmt.**, 1028 W. 19th St., Upland, CA 91784-1572, Daniel Betz  
**Daphnes Greek Cafe 9**, 40820 Winchester Rd., Temecula, CA 92591-5508, George Katakalikis  
**Data Processing Center**, 1912 N. Via Miraleste, Palm Springs, CA 92262-3145, Anthony Diprima  
**Datacom Securitys**, 272 N. Church Ave., Rialto, CA 92376-5572, David Whitton  
**Davco Concrete & Constr.**, 13505 Pattilynn Dr., Moreno Valley, CA 92553-3470, Anthony Torchia  
**Dave's Marine Interiors**, 1031 Brooks St., Ontario, CA 91762-3605, David Lafarga  
**David E. Geyer Real Estate**, 8560 Vineyard Ave., Ste 401, Rancho Cucamonga, CA 91730-4351, Geyer Properties  
**Davis Truck Repair**, 985 Kendall Dr., #A315, San Bernardino, CA 92407-4104, Laura Snoddy  
**Ddm Enterprises**, 561 E. Lomita Dr., Rialto, CA 92376-2928, Lemuel Marshall  
**De Haven Enterprise**, P.O. Box 1757, Ontario, CA 91762-0757, Delores Medina  
**Debellis Electric**, 4101 Newport Ct., San Bernardino, CA 92404-1436, Thomas Debellis  
**Dee Bee Tree Svc.**, 59055 Williams Ln., Yucca Valley, CA 92284-5676, Dennis Blevins  
**Deja Vu Nostalgic Music Review**, 6616 Rainbow Pl., Highland, CA 92346-2376, Toxey French  
**Del Taco #4 Franchise**, 103 E. 3rd St., Corona, CA 92879-1401, Ernest Krikes  
**Delicious Wishes**, 24940 Hwy. 74, Perris, CA 92570, Christopher Towner  
**Denise Marie**, P.O. Box 3660, Idyllwild, CA 92549, John Chicarella  
**Dennis Silvers Distr.**, 21075 Pennunuri Pl., Moreno Valley, CA 92557-8309, Dennis Silvers  
**Dent Express**, 5417 Greenbrier Dr., Riverside, CA 92504-1219, Timothy Oaks  
**Dental Assocs. of Corona**, 1185 Magnolia Ave., Ste K, Corona, CA 92879-3218, Mark Fehn  
**Dental Assocs. of Moreno Valley**, 22500 Town Cir., Ste. 2074, Moreno Valley, CA 92553-7527, James Lampasi  
**Dental Assocs. of Riverside**, 3487 Central Ave., Riverside, CA 92506-2115, Jay Elliott  
**Dental Guadalupana**, 16701 Valley Blvd., Ste D, Fontana, CA 92335-6696, Guillermo Mendiata-Chavez  
**Deny's Draperies**, 285 E. Ceres St., Rialto, CA 92376-6513, Maria Corona  
**Dependable Auto Carriers**, 1039 N. Idyllwild Ave., Rialto, CA 92376-8755, Siji Akinbohun  
**Depierro Dvlpmnt. Corp.**,

73434 29 Palms Hwy., 29 Palms, CA 92254, Kerri Depierro  
**Desert Auto Sales**, 74804 Joni Dr., Ste 2, Palm Desert, CA 92260-2019, Cory Sundeen  
**Desert Center Towing**, 44450 Ragsdale Rd., Desert Center, CA 92239, Rodger Ragsdale  
**Desert Cities Interpreting**, 39827 Burton Dr., Rancho Mirage, CA 92270-4021, Carmelita Rosario-Dean  
**Desert Concierge Prod.**, 79262 S. Sunset Ridge Dr., La Quinta, CA 92253-3929, Edward Lee  
**Desert Daddy's**, 1882 N. Farrell Dr., Palm Springs, CA 92262-3628, Edward Lafountain  
**Desert Dental Care**, 945 Armory Rd., Barstow, CA 92311-5461, Tom Fitterer  
**Desert Health & Safety Svc.**, 43393 Wild Rose St., Indio, CA 92201, Martha Galindo  
**Desert Hot Spgs. Realty**, 16972 Palm Dr., Desert Hot Springs, CA 92240-7291, Sharon Bunker  
**Desert Pageants**, 6435 Agoura Rd., Phelan, CA 92371-7356, Stephanie Gregory  
**Desert Pride Merchandise**, 604 Palm Way, Needles, CA 92363-3939, Kenneth Redmond  
**Desert Processing**, 35325 Date Palm Dr., Ste 251, Cathedral City, CA 92234-7015, Maureen Calahan  
**Desert Sun Security**, 19262 Shoshonee Rd., Apple Valley, CA 92307-5949, Melanie Nolan  
**Desert Sun Window Maint.**, 524 N. Hermosa Dr., Palm Springs, CA 92262-6110, Daniel Sisto  
**Desert United Soccer Club**, 42620 Caroline Ct., #102, Palm Desert, CA 92211-5141, Sabby Jonathan  
**Desert Urethane**, 580 E. Barbour St., Banning, CA 92220-6022, Mark Coglietti  
**Designs By Sparhawk**, 1322 Church St., Redlands, CA 92374-2596, Judith Kuykendall  
**Designworks**, 20091 Winton Rd., Corona, CA 91719-4422, Toshia Felihkatubbee  
**Dessero Construction**, 10640 Redwood Ave., Fontana, CA 92337-7127, Michael Dessero Inc.  
**Detail Central**, 30817 Calvado Ct., Temecula, CA 92592-6024, Cary Brown  
**Diamond Car Trnspting.**, 19845 Clark St., Perris, CA 92570-9528, Willie Cooper  
**Diamond Carpet Cln. & Dye Co.**, 4663 Hedrick Ave., Riverside, CA 92505-1402, James Alexander  
**Diamond Communications Grp.**, 13720 Seville Ave., Fontana, CA 92335-0510,

Daniel Villegas  
**Diamond Whisl. Natl. Meat Co.**, 350 S. Maple St., Ste D, Corona, CA 91720-6948, James Diamond  
**Dillingham Consult. Svc.**, 10291 Jenny Rd., Hesperia, CA 92345-0773, Michael Dillingham  
**Direct Autoscape**, P.O. Box 403232, Hesperia, CA 92340-3232, Celso Ed Quilang  
**Discount Decor**, 17600 Collier Ave., Lake Elsinore, CA 92530-2633, Joseph Lloyd  
**Discount Garden Supply**, 23880 Cowie Ave., Perris, CA 92570-8524, Roberta Chiappetta  
**Discount Kids Mart**, 8860 Limonite Ave., Riverside, CA 92509-5021, Hoa Tran  
**Diversified Funding Co.**, 14901 Frost Ave., Apt 60, Chino Hills, CA 91709-2470, Luis Mason  
**Diversity Demolition**, 33921 P. St., Barstow, CA 92311-5119, Daniel Harrison  
**DKLA**, 2598 Gunnison Way, Colton, CA 92324-9776, Joy Atiga  
**DNG Tire Svc.**, 84425 Indio Blvd., Indio, CA 92201, Danny Ysiano  
**Docs Ice Cream**, 24737 Fortune Bay Ln., Moreno Valley, CA 92551-7436, James Holliday  
**Doce-Englin Properties**, 74894 Lennon Pl., Palm Desert, CA 92260-1930, Michael Dodd  
**Dolce Far Niente**, 22427 Sierra Dr., Palm Springs, CA 92262-1066, Matthew Opoien  
**Dolphin Pool & Spa Center**, 289 San Jacinto River Rd., Lake Elsinore, CA 92530-4449, James Musser  
**Dominos Pizza #8468**, 40119 Murrieta Hot Springs Rd., #A, Murrieta, CA 92563-6304, Raja Syriani  
**Don Jose Rest. Lake Elsinore**, 31712 Casino Dr., #4, Lake Elsinore, CA 92530-4547, Marie Craft  
**Don's Vaxx**, 3417 Florine Ave., Riverside, CA 92509-1454, Cruz Villalobos II  
**Door To Christ Ministries**, 3850 Skofstad St., Apt 4, Riverside, CA 92505-3019, Jason Sanborn  
**Doors by Massey**, 255 Jason Ct., Corona, CA 91719-6199, Tim Massey  
**Doral Palm Spgs Resort**, 67967 Vista Chino, Cathedral City, CA 92234-7408, Capstar Cathedr. Co. LLC  
**Dot Com Ventures LLC**, 2531 S. San Jacinto Ave., San Jacinto, CA 92583-5317, Steven Peacock  
**Double C Masonry**, 6216 Lee Ct., Chino, CA 91710-3721, John Curtis  
**Doug's Auto Sales**, 5853 Mission Blvd., Riverside, CA 92509-4217, Douglas Davis  
**Down Under Steak House**, 24811 Sunnymead Blvd., Moreno Valley, CA 92553,



# MORE NEW BUSINESS

Dena Abdelrahman  
**Dp. Injet. Svc.**, 1842 Villines Ave., San Jacinto, CA 92583-6877, David Ponte  
**Dragon Webs**, 81162 Fred Waring Dr., Apt 708, Indio, CA 92201-1988, Jasen Paulson  
**Dragonworks**, 1261 N. Vineyard Ave., Ontario, CA 91762, David Post  
**Dream Canyon Video**, 2680 E. Livmor Ave., Palm Springs, CA 92262-6926, Jeffrey Watt  
**Dreamseekers**, 5300 Canyon Crest Dr., Apt M, Riverside, CA 92507-6328, Steve Nelson  
**Du Information**, 1433 Kirkmichael Cir., Riverside, CA 92507-8404, Yongjun Du  
**Duarte Furn. & General**, 8985 Mission Blvd., Riverside, CA 92509-2815, Gonzalo Duarte  
**Dunn Rite Welding**, 790 La Quinta Way, Norco, CA 91760-2361, Michael Dunn  
**Dusty Boot Ranch**, 15389 Carpenter Ave., Chino, CA 91710-8521, Hometown Sports Inc.  
**Dwntwn Clnrs. & Jewelry Accs.**, 3544 9th St., Riverside, CA 92501-3602, Pierre Chiranian  
**E & J Constr.**, 3773 Tibbetts St., Ste D, Riverside, CA 92506-2640, Eric Ackel  
**E & J Farms**, 13888 S. Haven Ave., Ontario, CA 91761, Arie De Jong II  
**E B L Delivery Svc.**, 24357 Gitano Dr., Murrieta, CA 92562-3842, Baldemar Escamilla  
**E Burlile Investigations**, 2931 Via Milano Apt. 102, Corona, CA 91719-6526, Ernie Burlile  
**E T Remodeling**, 6845 Sage Ave., Yucca Valley, CA 92284-2729, Thom Wayne  
**E-Kits**, 7825 Cape Cod Ct., Fontana, CA 92336-3828, Michael Castaneda  
**Eagle Funding**, 585 N. Redding Way, Upland, CA 91786-4626, Rae Ellen Beisel  
**Eagle Plumbing & AC**, 69640 20th Ave., Desert Hot Springs, CA 92241-8920, Alex Hunsicker  
**Earth Star Productions**, 3455 Mountain Ave., San Bernardino, CA 92404-1938, William Blanco  
**Echo Hills Golf Course**, 545 E. Thornton Ave., Hemet, CA 92543-8040, William

Bennington  
**Econo Lube N Tune #54**, 135 Washburn Cir., Corona, CA 92882-2024, Seo Wang Yoo  
**Econo Lube N Tune #6**, 1636 W. Redlands Blvd., Redlands, CA 92373-8026, Aquisitio  
**Ed Link Intl.**, 12879 Gerrard St., Moreno Valley, CA 92553-1845, Felixberto Marfori  
**Egeria Imageworks**, 889 Elmwood St., Colton, CA 92324-4515, William Colwell Jr.  
**El Acuario Mex Seafood**, 68100 Ramon Rd., Ste A5, Cathedral City, CA 92234-3389, Jose De Jesus Guzman Lopez  
**El Cariso Mktplace**, 32710 Ortega Hwy., Lake Elsinore, CA 92530-6563, Rita Dunlavy  
**El Chapala Restaurant**, 8201 Arlington Ave., Riverside, CA 92503-0430, Jesse Martinez  
**El Chilitos Mexican Rest.**, 1630 E. 4th St., Ontario, CA 91764-2604, Luis Calderon  
**El Delfin**, 4770 W. Mission Blvd., Ontario, CA 91761, Violeta Maldonado  
**El Guerrero Family Rest.**, 10277 Arlington Ave., Riverside, CA 92503-1055, Carlos Guerrero  
**El Polillo Jr. Trucking**, 9016 Palm Ln., #1, Fontana, CA 92335-5132, Marcos Hernandez  
**El Potro Western Wear**, 275 E. 9th St., San Bernardino, CA 92410-4400, Gabriel Cabrera  
**El Rancho Grande Restaurant**, 18671 Valley Blvd., Bloomington, CA 92316-1831, Carlos Deloera  
**El Rancho Mex Rest.**, 1928 Perris Blvd., #A, Moreno Valley, CA 92551, Marcela Ortiz  
**El Rancho Mobile Hm. Pk.**, 12955 Yorba Ave., Chino, CA 91710-3976, Dale McNeely  
**El Tapatio Tire**, 10108 Deep Canyon Rd., Moreno Valley, CA 92557-2861, Carlos Perez  
**El Tazcal**, 1775 E. Palm Canyon Dr., Ste C, Palm Springs, CA 92264-1613, Vicifeda Inc.  
**El Vaquero Guero**, 18925 Valley Blvd., Bloomington, CA 92316, Eduardo Zamora  
**Elco Enterprises**, 34366 Orange St., Wildomar, CA 92595-9083, Elmer Simeon  
**Elegant Expressions By**

**Cherie**, 12345 6th St., Yucaipa, CA 92399-6102, Cherie Anderson-Funk  
**Eleganza Collection**, 3731 Glen Ridge Dr., Chino Hills, CA 91709-5305, Mary Ndubuisi  
**Elemental Design**, 9375 Archibald Ave., Ste 104, Rancho Cucamonga, CA 91730-5728, Lori Lebeau-Walsh  
**Eleventh HR Productions**, P.O. Box 3019, Arrowbear Lake, CA 92382, Richard Sutter  
**Elgin & Fagin**, 336 W. Highland Ave., San Bernardino, CA 92405-4012, Evelyn Wright  
**Elite Comm Satellite**, 1259 N. Vineyard Ave., Ontario, CA 91764-2249, Djuan Phillips  
**Elite Credit Svc.**, 12598 Central Ave., #215, Chino, CA 91710-3502, Christine Wilson  
**Elite Inventory Svcs.**, 157 Gracefield Way, Riverside, CA 92506-6156, Staycee McGrory  
**Ellena's Svc. Plus**, 30827 E. Loma Linda Rd., Temecula, CA 92592-5786, William Ellena  
**Ellie's Duds N Stuff**, 10274 Central Ave., Montclair, CA 91763, Sheryl Bush  
**Emma Trading**, 12645 S. Waterman Ave., San Bernardino, CA 92408, Emma Haddad  
**Empire Auto Wholesale**, 1680 S. Camino Real, #A2, San Bernardino, CA 92408, Cecil Swim  
**Empire Carpet & Upholstery Clean**, 1336 1/2 N. Mount Vernon Ave., Colton, CA 92324-2504, Thomas Berry  
**Empire Constr Site Cleanup**, 3883 Buchanan Ave., Spc 30, Riverside, CA 92503-4823, Isaac Valverde  
**Empire Designs**, P.O. Box 398, Twin Peaks, CA 92391-0398, Glen Thompson  
**Empire Designs**, P.O. Box 3232, Blue Jay, CA 92317-3232, Rebecca Waters-Morrill  
**Empire Financial Mortgage**, 12220 Pigeon Pass Rd., Ste O, Moreno Valley, CA 92557-6995, Amado Hernandez  
**Enchanted Bks & Gifts**, 475 W. Stetson Ave., Hemet, CA 92543-7070, Ofelia Madayag  
**Ending P.M.**, 438 Via Vista Dr., Redlands, CA 92373-7159, Michael Mathis

**Enterprise Restoration Svc.**, 14216 Long View Dr., Fontana, CA 92337-0715, Mike Dunlap  
**Eonramp Communications**, 6779 Brockton Ave., Riverside, CA 92506, Richard Reilly II  
**Epicercenter Autosound**, 741 W. Baseline St., San Bernardino, CA 92410, Jorge Guerrero  
**Equiprite I**, 15714 Velour Dr., Chino Hills, CA 91709, Daniel Moore  
**Estates Realty**, 74041 U.S. Highway 111, Palm Desert, CA 92260-4105, Gregory Shannon  
**Evans & Assoc.**, 22197 Hoofbeat Way, Canyon Lake, CA 92587-7672, Mary Bennett  
**Even Flo Pressure Washing**, 31080 Byers Rd., Menifee, CA 92584-9022, Jeffery Ziemer  
**Event Tech**, 40435 Chauncey Way, Temecula, CA 92591-7019, Mindy Smith  
**Ewing Innovations**, 1820 Old Waterman Canyon Rd., San Bernardino, CA 92404-1014, Stephan Ewing  
**Excel Construction**, 16629 Yucca St., Hesperia, CA 92345-6022, Ramon Gutierrez  
**Excitemart!**, 700 Donatello Dr., Corona, CA 92882-6394, David Lidia  
**Exclusive Detailing**, 2900 Adams St., Ste. A24, Riverside, CA 92504-4391, Charles Cooley  
**Exclusive Realty**, 10205 Hole Ave., Ste A, Riverside, CA 92503-3435, Raymond Lara  
**Exclusive Specialty Gifts**, 987 N. Elmwood Ave., Rialto, CA 92376-3980, Richard Hegg  
**Exec. Auto Detailing**, 26159 Dardanelle Ct., Moreno Valley, CA 92555-6825, William Nunez  
**Exec Process & Doc. Signing Svcs.**, 27420 Jefferson Ave., Temecula, CA 92590-2667, Jerry Petteway Jr.  
**Execu Tech Comp. & Software Co.**, 5430 Arlington Ave., #174, Riverside, CA 92504-2505, Francisco Rodriguez  
**Executive Polishing**, 239 N. San Antonio Ave., Upland, CA 91786, Larry Gibson  
**Executrain of I.E.**, 3200 Inland Empire Blvd., Ste 220, Ontario, CA 91764-5513,

Universal Tech. LLC  
**Exodus Pwr. Swping. & Stm. Cln. Svcs.**, 9244 Colorado Ave., Riverside, CA 92503-2637, Jose Vizcarra  
**Express Depot**, 3931 Brennan Ave., Perris, CA 92571-3109, William Peralta  
**Express Mobile Notary Svc.**, P.O. Box 23, Joshua Tree, CA 92252-0023, Betty Kerr  
**Express Smog**, 7891 Virtue Vista Dr., Riverside, CA 92509-5214, Richard Arian  
**Express Way Auto**, 15686 Village Dr., Victorville, CA 92394-1708, Maye Corp.  
**Exquisite Landscape & Maint.**, 24020 Lone Pine Dr., Moreno Valley, CA 92557-2964, Gerrardo Avina  
**Extraordinary People**, 519 E. Arrow Hwy., Upland, CA 91786-4822, Silverio Calzada Jr.  
**Eyedeal Eyewear**, 2994 Jane St., Riverside, CA 92506-4303, Tami Merriam  
**Ez Recycle**, 14652 Valley Blvd., Fontana, CA 92335-6249, Ruben Skroyan  
**F. Hathaway & Assoc.**, 42160 Kansas St., Palm Desert, CA 92211-7943, Jose Zaragoza  
**Facitec Facility & Tech. Consult.**, 969 E. Garden Rd., Palm Springs, CA 92262-2228, Ted Ivanhoff  
**Fame Refrig & Ice Machine Co.**, 8847 9th St., Rancho Cucamonga, CA 91730-4314, David Conger  
**Family Auto Sales**, 14915 Palmdale Rd., Victorville, CA 92392-2507, Elke Chavira  
**Family Exterminators**, 17320 Eucalyptus St., Ste A5, Hesperia, CA 92345-5187, Thomas Peberton  
**Family Jewelry**, 263 E. 9th St., San Bernardino, CA 92410-4408, Sun Park  
**Family Modern Dentistry**, 3355 Iowa Ave., Ste C, Riverside, CA 92507-3690, Majdi Oubeid  
**Family Toy & Baby Clothing**, 275 E. 9th St., #151, San Bernardino, CA 92410-4400, Jacey Kim  
**Far East Energy Group**, 2169 Rosemary Ln., San Bernardino, CA 92407, Pacific Industries  
**Farriers Depot**, 10415 Limonite Ave., Mira Loma, CA 91752-2640, Calvin Louie

## BANKRUPTCIES

Thomas Alban Ashton, aka Thomas A. Ashton, fdba Ashton Construction Co., 9745 Kaiser Court, Fontana; debts: \$284,822, assets: \$34,058; Chapter 7.

Lloyd D. Brantley, aka Lloyd Dennis Brantley, Anne J. Brantley, aka Anne Jeanette Brantley, aka Anne Jeanette Booth, faw Apollo Pools and Spas, Inc., 28824 Zion Drive, Lake Arrowhead; debts: \$513,472, assets: \$407,825; Chapter 7.

William Lee Bryant, aka William L. Bryant Billy Jean Bryan, aka Billie J. Bryan, fdba Bryant's Construction, 1455 Hardt St., San Bernardino; debts: \$321,134, assets: \$130,452; Chapter 7.

Santos R. Campos, Guadalupe Campos, dba G & R Drywall, 13670 Norton Ave., Chino; debts: \$204,327, assets: \$176,450; Chapter 7.

Ronald Ernest Collins, aka Ronald E. Collins, fdba Crestline Village Theatre, 22158 Pine Drive, Cedarpines; debts: \$241,878, assets: \$209,579; Chapter 7.

Jeremy R. Cowley, faw J & J Auto Sales, faw Bears Carpet Cleaning, faw Kings Carpet Cleaning, 33155 Ave D, Yucaipa; debts: \$37,283, assets: \$23,776; Chapter 7.

Crown Construction and Management Group, Inc., 174404 Dauby Court, Riverside; debts: \$266,562, assets: \$20,490; Chapter 7.

Douglas S. Dickey, dba Sam Ramon Transmission, 5198 Arlington Ave., #515, Riverside; debts: \$151,676, Assets: \$18,450; Chapter 7.  
Endicott Associates, Inc., 41995 Boardwalk, -Suite D, Palm, Desert; debts, assets schedule not available; Chapter 7.

Daniel Mark English, Linda Sue English, fdba Ride The Wind, 11400 San Fernando St., Moreno Valley; debts: \$356,806, assets: \$290,350; Chapter 7.

Aurelio Flores, Leticia Flores, dba Fantasy Ice Cream, 14766 Willow St., Hesperia; debts: \$145,872, assets: \$115,148; Chapter 7.

Eric Peter Hanson, aka Eric P. Hanson, aka Eric Hanson, Melissa Ann Hanson, aka Melissa Ann Perkins, aka Melissa A. Perkins, aka

Melissa A. Hanson, dba Design Innovations, 10770 King St., Redlands; debts: \$103,806, assets: \$45,918; Chapter 7.

Alejandro Alberto Hernandez, aka Alex Alberto Hernandez, fdba Villa Engineering Consultants, 30005 Via Corazon, Menifee; debts: \$75,630, assets: \$28,125; Chapter 7.

Andrew A. Hernandez, aka Andrew Arthur Hernandez, Sylvia M. Hernandez, aka Sylvia Marie Hernandez, aw Arid Construction Technologies, Inc., 976 W Marshall Blvd., San Bernardino; debts: \$1,147,637, assets: \$1,278,174; Chapter 7.

Inland Pacific Ceramic Supply Inc., 10147 Church St., Bloomington; debts: \$541,360, assets: \$17,350; Chapter 7.

Lloyd H. Irwin Sr., Toni Irvin, faw Lem Bldg. 19 Equipment, 12225 Heritage Drive, Moreno Valley; debts: \$308,331, assets: \$295,790; Chapter 7.

Roy George Jalbert, Nancy Louise Jalbert, faw The Jalbert Companies Inc., fdba Imac Builders, 8350 Fuente Ave., Hesperia; debts: \$860,251, assets: \$164,000; Chapter 7.

Martin Johnson, Mary Ann R. Johnson, fdba Mary's Gift Shop, 2626 Ferdinand Court, Perris; debts: \$196,906, assets: \$123,264; Chapter 7.

Jeff G. Jones, Donna L. Jones, aka Donna Cowart, aka Donna Rowden, dba J & D Welding, 25436 Fairview, Hemet; debts: \$127,186, assets: \$87,249; Chapter 7.

Michael Charles Kellar, Maureen Kellar, aka Maureen Lanahan, fdba Class Act Enterprises, fdba Class Act Transportation, 10000 Rock Hill, Moreno Valley; debts: \$396,957, assets: \$264,207; Chapter 7.

Lem & Dom Real Property, Inc., 9740 Mountain View, Cherry Valley; debts: \$300,000, assets: \$1,301,000; Chapter 11.

Steven Wayne Maast fdba Empire, Financial Group, fdba IYF Trucking, 9490 Edison Ave., Chino; debts, assets schedule not available; Chapter 7.

Ramon Monteon, Michele Monteon, fdba Monteon Electric, 2467 Antelope Drive, Corona; debts: \$355,934, assets: \$289,100; Chapter 7.

Stephen Richard Miller, Ronnie Lee Miller, dba Ronnie L. Miller & Assoc., 29117 Big Range Road, Canyon Lake; debts: \$197,606, assets: \$17,580; Chapter 7.

Gary Barton Neill, Constance Ann Neill, fdba Neil Enterprises, aka Huff N Puff Creations, 743 Grass Valley Road, Lake Arrowhead; debts: \$147,449, assets: \$138,800; Chapter 7.

Louis Felipe Omelas, dba Extreme Boards Blade's and Apparel, dba Extreme Boardshop, 1866 Rustridge Pl., #206, Corona; debts, assets schedule not available; Chapter 13.

Gerri A. Pollard, aka Geraldine A. Pollard, fdba Gaap Management, 404 Atwood Drive, Corona; debts: \$179,258, assets: \$125,600; Chapter 7.

John William Purper IV, Lesley Ann Purper, dba Diverse Technologies Group, Inc., dba Purper Family Day Care, 19499 Shasta Road, Apple Valley; debts: \$228,453, assets: \$137,318; Chapter 7.

Ron A. Sheppard, dba Ron A. Shepard, 28090 Stonehouse Road, Lake Elsinore; debts: \$120,418, assets: \$108,578; Chapter 7.

James L. Stallings, Robin L. Stallings, fdba Kimo Manufacturing, 1237 N. Shelley, Upland; debts, assets schedule not available; Chapter 7.

Donald Eugene Stauffer, aka Don Stauffer, aka Donald E. Stauffer, mks Don Eugene. Stauffer, dba Stauffer Construction Services, 53-975 Avenida Mendoza, La Quinta; debts: \$197,521, assets: \$157,267; Chapter 7.

William Darrell Vanzant Sr., dba Mr. V & Son, fdba B & J Home Repair, 17024 Eucalyptus St., Hesperia; debts: \$167,553, assets: \$101,456; Chapter 7.

Grewal Enterprises, Inc., 44520 Harrison St., Ave. 44, Indio; debts: \$654,978, assets: \$0; Chapter 7.  
Gerardo Felix, Cecilia Felix,

fdba Unique Doors, 5765 Lotus St., Riverside; debts: \$102,380, assets: \$78,920; Chapter 13.

Thomas J. Koltuniak, Carol L. Koltuniak, dba Tak Ent., 38365 Calle De Lobo, Murrieta; debts: \$307,699, assets: \$314,815; Chapter 7.

Arnold William Lieman, Susan Caryl Lieman, fdba Arnold W. Lieman, Attorney, 78446 Platinum Drive, Palm Desert; debts: \$441,291, assets: \$948,524; Chapter 7.

Wayne Loux, Barbara M. Loux, dba Apple Valley Ultramar, 21480 Pineridge Ave., Apple Valley; debts, assets schedule not available; Chapter 11.

Ronald McCormick, Debra S. McCormick, dba Zion & Company, 3497 Metisse Circle, Corona; debts, assets schedule not available; Chapter 13.

Junelle Pearson, fdba Pearson's Professional Health Care Service, 48653 Paseo Terazo, La Quinta; debts: \$303,705, assets: \$262,543; Chapter 7.

Michael Joseph Pellegrino, Mary Jane Pellerino, fba Mary Pritchard, dba Michel Pellegrino, 33331 Windtree Ave., Wildomar; debts: \$217,215, assets: \$41,150; Chapter 7.

James Frederick Schaffler,

fdba Schaffler Masonry, 18678 Mockingbird Canyon Road, Riverside; debts: \$43,237, assets: \$13,527; Chapter 7.

Bernard John Shukoski Jr., Esther Leanne Shukoski, dba Hair by LeAnne, 3911 Lafayette St., Riverside; debts: \$209,442, assets: \$169,675; Chapter 7.

Ron Silva, aka Ronald Silva, aw California On Display, Inc., 14145 Valley Blvd., Fontana; debts: \$93,748, assets: \$62,849; Chapter 13.

Kyung W. Whang, Kyung S. Whang, dba 12th St. Laundry, 2255 Century, Riverside; debts: \$155,000, assets: \$172,825; Chapter 13.

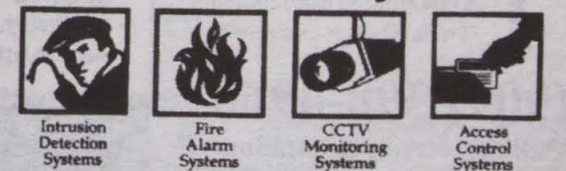
Jack Williford, Elaine Williford, fdba Bimmerhaus, 25669 Allen Way, Loma Linda; debts: \$248,478, assets: \$183,088; Chapter 7.

John Leland Allen, Elaine Janet Allen, faw Allen Bros. Mfg., faw Allen Bros. Mfg., L.L.C., 38950 Kenneth Court, Cherry Valley; debts: \$195,335, assets: \$111,850; Chapter 7.

Clifford Armstrong Jr., Dorese Yvette Armstrong, dba Wild Weenies, 20115 Autumn Oak Place, Wildomar; debts: \$232,527, assets: \$206,442; Chapter 7.

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#### • Governmental Affairs:

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#### • Economic Development:

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## PROFESSIONAL WOMEN'S ORGANIZATIONS



- ☐ Professional Women's Roundtable (PWR Chapter of the National Assn. for Female Executives): Robbie Motter, Exec. Dir., 909-679-8048.
- ☐ Inland Empire National Association of Women Business Owners (IE-NAWBO): Morna Nelander; 909-985-3479.
- ☐ Executive Women International, Inland Empire Chapter: Rebecca Sawyers, 909-799-1999.
- ☐ American Business Women's Association, San Bernardino Chapter: Patricia Heacock, 909-427-1839.
- ☐ American Business Women's Association, Redlands Chapter: Terry Brown, 909-793-1131.
- ☐ Women to Women Networking Group, Inland Empire: Patricia Heacock, 909-427-1839.
- ☐ Colton Business & Professional Women: Estella Aboytes, 909-794-3633.
- ☐ Professional Women of Redlands: Theresa Lantz, 909-796-7419.
- ☐ East Valley Professional Women's Network: Terry Brown, 909-793-1131.
- ☐ Rialto Business & Professional Women: Janetta Anderson, 909-877-0625.
- ☐ Yucaipa Christian Business & Professional Women's Council: Sharon Orr, 909-820-2080.
- ☐ Women Entrepreneurs Network: Marcy Musselman, 909-789-8417.
- ☐ Womens Referral Service: Jo A. Della Penna, 909-394-4603.

This information was provided by "For You Magazine."

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WEB SITES

- Aviastar Communications, Inc. ....<http://www.aviastar.net>  
Agricultural Export Program (AEP), Calif. Dept. of Food and Agriculture  
.....<http://www.atinet.org/aep>  
Bank@Home, Union Bank's Internet Banking Center  
.....<http://www.tdmi.com/usa>  
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Giant I.E. RV .....<http://www.giantrv.com>  
I.E. Small Business Dev. Ctr .....<http://www.iesbdc.org>  
San Antonio Community Hospital .....<http://www.sach.org>  
Small Business Developm. Center.....<http://www.iesbdc.org>  
U.S. President .....<http://www.whitehouse.gov>

E-MAIL ADDRESSES

- Bill Leonard .....[senator.leonard@sen.ca.gov](mailto:senator.leonard@sen.ca.gov)  
California Center for Health Improvement  
.....[cchmail@aol.com](mailto:cchmail@aol.com)  
Inland Empire International Business Association  
.....[ieibatrade@aol.com](mailto:ieibatrade@aol.com)  
U.S. Government Printing Office, GPO Access  
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- Information is subject to change without notice and some operators may charge fees.  
Alice's Wonderland: Amateur radio, Psion and Renegade support, CD-ROM, No Ratios, On-line games, active message bases; (909) 597-4469.  
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Mine and Yours BBS: WWIV Networks, Large File, MSG Base, Games, Internet e-mail and Local Echo's, Fees free; (760) 244-0826.  
Ebiz — Business: Business management, labor laws, CPA issues, human resources, employee benefits, 14.4 baud, 24 hours; (714) 239-6864.  
InvestorLink: Stock, commodity prices, real estate, daily news, personal finance, mutual funds, 28.8 baud; (818) 331-4611.  
Mommadillo's BBS & Breakfast: WwivNet, E-mail, TradeWards, Lord Scrabble On-line, 14.4 baud; (310) 432-2423.  
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The Inland Empire Business Journal is compiling a list of the local bulletin boards. If you would like to have your board included, fill out this coupon and mail it to: Inland Empire Business Journal, Attn.: Bulletin Boards, 8560 Vineyard Ave., Ste. 306, Rancho Cucamonga, CA 91730-4352.

CALENDAR<sup>00</sup>

- 7** A one-evening course on "Employment Laws: Preventing Sexual Harassment in the Workplace" will be held from 6 p.m. to 9 p.m. at Cal State San Bernardino, 5500 University Parkway, in Room EE-105/106. Cost of the class, sponsored by CSUSB College of Extended Learning is \$75. For information, call (909) 880-5981, ext. 470.
- 15** The Resource Center for Nonprofit Management will host its monthly Breakfast Bytes meeting from 7:30 a.m. to 9:30 a.m. at 4505 Allstate Drive, Suite 223, Barbara Hanna, a trainer to nonprofit boards of directors, will discuss "Board Training for Strategic Leadership." Cost is \$15. For reservations and additional information, call (909) 686-2890.
- 8** The first segment of a three-session grant writing workshop designed for individuals interested in learning how to write a grant proposal for non-profit organizations will take place from 8:30 a.m. to 4 p.m. at the Riverside Community Hospital Health Education Center, 4445 Magnolia Avenue, Riverside. The sessions will continue on Feb. 15, and conclude on the 22nd. The workshop, sponsored by the Resource Center for Nonprofit Management, costs \$199. To register, call (909) 686-2890.
- 9** The American Society for Training and Development will demonstrate its "On-Line Train the Trainer 2000" course at 11:30 a.m. on the University of Phoenix campus, 301 Vanderbilt Way, San Bernardino. To register, call Ann Ronan no later than Feb. 7, at (909) 558-8191.
- 10** Cal Poly Pomona's Hany Farran, professor of civil engineering, will discuss "The Impact of Technology on Society: A Critique of the Writings of Lewis Mumford," at a free lecture from noon to 1 p.m. The talk will take place in Building 1, Room 228, on the campus at 3801 W. Temple Avenue. Parking is \$1.50. Call (909) 869-2897 for further information.
- 10** The Building Owners and Managers Association, Inland Empire chapter, will hold its monthly membership luncheon at 11:30 a.m. at the Holiday Inn, Riverside. For information, call (909) 882-7868.
- 10** Comprehensive Medical Imaging of Rancho Cucamonga, an outpatient diagnostic imaging center, invites the medical and business communities, as well as the public, to an open house celebration and art show featuring the work of several local artists, from 3 p.m. to 8 p.m. today and tomorrow at 10681 Foothill Blvd. For additional information, call (909) 484-7911.
- 11** The Employers' Group will host a seminar on "Effective Recruiting for the New Millennium" from 8 a.m. to 12:30 p.m. at the Inland Empire Regional Office, 3600 Lime Street, Bldg. 4, Suite 421 in Riverside. Cost for members is \$150 per participant, \$130 each for three or more participants, and \$195 for non-members. For information call (909) 784-9430.
- 14** A workshop examining the various financing options available to small businesses, including the qualifying criteria and application process for an array of SBA loans, will be presented by the Small Business Development Center from 5 p.m. to 7 p.m. For information and registration, call the Mt. San Antonio College Small Business Development Center at (909) 629-2247.
- 14** Fantasy Springs Casino in Indio will present singer Brenton Wood in two Club Fantasy concerts at 7:30 p.m. and 10:30 p.m. Tickets are \$30 per person. For reservations, call (760) 342-5000.
- 15** Dr. Karol Bailey will discuss "How to Resolve Conflicts or How to Talk about Absolutely Anything" at the District 15 meeting of the Professionals in Human Resources Association from 8:30 a.m. to 11:30 a.m. at the Pomona Valley Mining Company, 1777 Gillette Road. Cost ranges from \$7 for students to \$24 for non-members without reservations. For reservations and additional information, call (909) 832-4271.
- 15** The first of five Tuesday classes, "Introduction to Microsoft Access 97," will be held from 6 p.m. to 9 p.m. at Cal State San Bernardino, 5500 University Parkway, in Room EE-102. Cost of the five sessions, sponsored by CSUSB College of Extended Learning is \$145. For information, call (909) 880-5981, ext. 470.
- 16** "Insuring Our Future," the ninth annual sales symposium sponsored by the Inland Empire Association of Health Underwriters and Association of Insurance & Financial Planners, will take place from 7 a.m. to 4:30 p.m. at the Riverside Convention Center, 3443 Orange Street. Cost is \$35. For details and reservations, call (626) 335-0704.
- 17** A seminar entitled "Be Legal With Your Labor," designed to assist small business owners avoid legal problems associated with hiring and managing employees, will be held from 9 a.m. to noon at the Murrieta City Hall, 26442 Beckman Court. Cost is \$20 for the seminar sponsored by the Murrieta Chamber of Commerce and Murrieta Entrepreneurial Center, a partnership of the Inland Empire Small Business Development Center. For reservations and additional information, call (909) 781-2345.
- 17** The Coachella Valley Small Business Development Center and the Internal Revenue Service will present a "Small Business Tax Workshop" from 9 a.m. to 4 p.m. at the Indio City Hall Council Chambers. For reservations or additional information about this free, day-long overview of federal and state basic issues, call (760) 864-1311.
- 21** A noon luncheon with world-renowned downed aircraft investigator Bill Cusato, will kick off Cal Poly Pomona's National Engineers Week. For reservations, call (909) 869-4831.
- 22** The Inland Empire Ad Club will present "An Inside Look at Publishing," with Brenda Lorenzi of the *Inland Empire Magazine*, from 11:30 a.m. to 1:30 p.m. at the Ontario Sheraton Hotel. For information, call (909) 898-3727. Cost for non-members is \$15.
- 23** A workshop covering information and preparation for using International Legal Services in export and import business activities will be presented by the Center for International Trade Development of Citrus College from 1 p.m. to 4:30 p.m. To register for this \$25 workshop, call (909) 629-2247.
- 24** The Small Business Development Center will present a workshop on the basics of starting a business from 10 a.m. to noon, followed up with one-on-one meetings, by appointment, with a professional business consultant. For information and registration, call the Mt. San Antonio College Small Business Development Center at (909) 629-2247.
- 24** The Cal Poly Pomona Career Center will presents its second annual Engineering/Hi-Tech Job Fair from 11 a.m. to 3 p.m. at Cal Poly Pomona, 3801 W. Temple Ave., in the University Union (Building 35). Parking is \$1.50. For additional information, call (909) 869-2341.
- 24** "Digitally Propelled Ideas," a national exhibit featuring 50 artists from across the United States who use computer technology to create works of art in fine art, graphic design, illustration, photography and video, opens at the W. Keith and Janet Kellogg University Art Gallery at Cal Poly Pomona. The exhibit is free; parking is \$1.50.
- 24** A one-evening course on "How to Build and Buy the Best 'Upgradable' PC Clone Computer and Save Money" will be held from 6 p.m. to 10 p.m. at Cal State San Bernardino, 5500 University Parkway, in Room EE-105/106. Cost of the class, sponsored by CSUSB College of Extended Learning is \$90. For information, call (909) 880-5981, ext. 470.
- 26** The Rancho Cucamonga Community Foundation will host a New Orleans Monte Carlo Night from 7 p.m. to midnight at the RC Performing Arts Academy. Cost is \$20 per person; \$35 per couple. For information, call (909) 477-2760.
- 28** The first of five Monday classes, Introduction to Microsoft Excel 97, will be held from 6 p.m. to 9 p.m. at Cal State San Bernardino, 5500 University Parkway, in Room EE-102. Cost of the five sessions, sponsored by CSUSB College of Extended Learning is \$145. For information, call (909) 880-5981, ext. 470.

SAVE THE DATE

**2000**  
**February 25** The 10th Annual Inland Empire Business Journal Economic Forecast Conference is set for Fri., Feb. 25 at the Ontario Airport Marriott in Ontario. This conference will feature top local economists and legislators addressing economic issues pertaining to the Inland Empire. The cost is \$65. Call (909) 484-9765 for additional information.

**May 12** The 10th annual Women and Business Expo is set for May 12, 2000 at the Ontario Convention Center. This dynamic expo will feature major keynote speakers, over two dozen breakout seminars, and tons of networking opportunities. Sponsorship and exhibiting spaces are already filling up. Call for further details. Contact (909) 484-9765.

REGULARLY SCHEDULED EVENTS

- Monday**  
Business Builders of Rancho Cucamonga, weekly, 7 a.m. at Socorro's Mexican Restaurant, 10276 Foothill Blvd., Rancho Cucamonga. Membership: \$25. Contact: Dawn Grey, (909) 484-5244; Shirley Patrick, (909) 625-2386.  
Personal Break Through/ Networking, weekly, 7 a.m. at 7385 Carnelian St., Rancho Cucamonga. The club meets to discuss maximizing business and personal leverage. Contact: Warren Hawkins, (909) 626-2681 or (909) 517-0220 (pager).
- Tuesday**  
Business Network International, La Verne Chapter, weekly, 7 a.m. at Cino's, 309 E. Foothill Blvd., Pomona. Contact: (909) 593-3511.  
Business Network International, Inland Valley Chapter, weekly, 7 to 8:30 a.m. at Mimi's Cafe, 10909 Foothill Blvd., Rancho Cucamonga. Contact: Michael Bailey, (909) 948-7650.  
Ali Lassen's Leads Club, Claremont Chapter, weekly, 7:15 a.m. at the Claremont Inn, 555 W. Foothill Blvd., Claremont. Contact: (909) 981-1720. Regional office: (800) 767-7337.
- Wednesday**  
Business Network International, Victor Valley Chapter, weekly, 7 a.m. at Marie Callenders, 12180 Mariposa Rd., Victorville. Visitors welcome. Contact: Jo Wollard (760) 241-1633.  
Business Network International, Chino Valley Chapter, weekly, 7 a.m. at Mimi's Cafe, Spectrum Marketplace, 3890 Grand Ave., Chino. Contact: (909) 591-0992.  
Business Network International, Rancho Cucamonga Chapter, weekly, 7 a.m. at Plum Tree Restaurant, 1170 W. Foothill Blvd., Rancho Cucamonga. Contact: Michael Cunerty, (909) 467-9612.
- Thursday**  
Business Network International, Victor Valley Chapter, meets every Thursday at 7 a.m. at the Ramada Inn, Interstate 15 and Palmdale Road in Victorville. Visitors are welcome. For more information, call Rodney Sanders at (760) 953-7297.
- Friday**  
Sales Success Institute - "Prospecting Without Cold-Calling!" with D. Forbes Ley, author of "Success Today!" weekly, 1:30 p.m. to 5:00 p.m. at the Ontario Airport Marriott. Free, but reservations a must. Call (800) 772-1172. Preview: [www.sell-fast.com](http://www.sell-fast.com).
- Saturday**  
People Helping People to Keep Dreams Alive!, weekly, 1:30 p.m. at The Peoples Place, 135 W. First Street, Claremont. Info: Dr. D.M. Yee, (909) 624-6663.
- Sunday**  
Claremont Master Motivators Toastmasters Club, weekly, 6 to 7:30 p.m. in the Jagels Building at Claremont Graduate School, 165 E. 10th St., Claremont. Contact: Chuck or Dolores Weck, (909) 982-3430.

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## EXECUTIVE TIME OUT

## A Touch of Down Under

by Camille Bounds, travel editor

Sydney is to Australia as San Francisco is to the United States, or Paris is to France. It is completely unique from the rest of this down under island. You can never say you have seen Australia if you have only been to Sydney. Yet it is a welcome contrast to a continent that seems incredibly remote and isolated to the average urbanized traveler.

There is a relaxed extra-friendly atmosphere just about everywhere you go, with a glorious mix of humanity from around the globe. Neighborhoods with the foods and cultures of Indonesians, East Indians, Vietnamese, South Pacific Islanders, and of course the original Aboriginal people, to name just a few, make up modern-day Sydney. "Sydneyiders" are as happy, congenial and laid-back as one can get.

Sydney has a rich, gutsy history that reads like a novel. In 1787, the area was populated by about 3000 Aborigines. In 1788, the first fleet of ships arrived from England transporting convicts, sailors and soldiers to settle the area. Governed at one time by the infamous Captain Bligh (before his well-documented sea voyage) and a series of governors after him, Sydney evolved in a little more than 200 years into an industrial giant and tourist haven.

The weather is almost always warm and balmy and the glistening Sydney Harbor makes it one of the world's most beautiful cities, offering some of the best in dining, sports, culture, and night-life.

#### Where to stay and dine in Sydney

The Parkroyal Plaza (formally the Park Lane), a Southern Pacific hotel, boasts 24 luxurious floors of beauty and convenience. This lovely establishment rises majestically over Hyde Park with stunning views of Sydney and the harbor. It is located in the center of Sydney's shopping and business district, minutes from all transportation, making it an ideal choice for visitors and business meetings. A complete business center with executive secretarial services is available seven days a week.

Rooms are spacious and tastefully furnished with a million dollars in contemporary Australian artwork adorning the walls. Just when you think they have thought of everything, one will find a little yellow rubber duck perched on the tub, along with the bubble bath and shampoo.



View of Sydney from the Parkroyal Plaza Hotel.

The Gekko Restaurant in the Parkroyal Plaza (named for an indigenous lizard) is unique. It offers guests the opportunity to select their own wines in a special area at the restaurant's entrance.



Author stomping grape with a friend at a winery in Hunter Valley.

There is a fully open kitchen, and the food and service are superb. The 22nd floor maintains the health spa, outfitted with a complete line of "life fitness" equipment. For reservations and rates, call 1-800-835-7742.

Nearer the waterfront and alongside the famous "Rocks" area is the charming Observatory Hotel, one of the Orient-Express hotels. Distinctive and charming and noted

for excellent service and serene atmosphere, it has a view of the bridge and the famous Sydney Opera House.

The Galileo Restaurant offers fine Italian dining and an impressive wine list, and the hotel's rooms are charming, with every amenity available. For reservations and rates, call 1-800-237-1236.

#### Hunter Valley

After the hustle and bustle of the big city, a pleasant two-hour drive to the nearest wine country is the order of the day. Hunter Valley is a delight in every way, and home to Tyrells and the Windham Estate Wineries, to name two of the many fine wineries in the area.

Pepper's guesthouse in Hunter Valley is set right in the heart of the vineyards. A lovely, relaxing farmhouse-style guesthouse, it is more like home than a hotel. The renowned Chez Pok is a gourmet's delight, and is frequented by Pepper's Sydney neighbors who make the trip just for the marvelous fare.

A hop, skip and a jump away from Pepper's is a 1909 convent built for the pioneering Brigidine nuns and marked for demolition in 1990. "The Convent" was rescued by Pepper's and transported 400 miles across country, in pieces, to Hunter Valley and was exquisitely restored into a 17-room hotel. Room eight even boasts a ghost!

Robert's Restaurant is a leisurely stroll on the same property. Robert's adjoins an 1816 "Ironback Hut" which is listed by the National Trust, (Australia's equivalent to our historic registry). As you walk to the country-inspired restaurant, you

pass through a rare, authentic piece of colonial Australia. The food at Robert's is "magnificent."

Murry Robson's Winery and Tasting Barn is situated between the convent and Robert's. Robson's is one of the distinguished small wineries of the area and produces smooth, character-filled wines.

Golfing, scenic flights, Aboriginal cave exploring, bush walking and hot air ballooning, are just a few of the outside activities offered by Pepper's.

If you go to Hunter Valley at just the right time, (around January and February), you can have the wine-making experience — from hand-picking the grapes, to crushing (with bare feet), to tasting fine, already aged wines. For reservations and rates, call 1-800-227-9246.

#### Hayman Islands

Have you ever had a dream about visiting "Fantasy Island," combined with the great Barrier Reef? Just hop Ansett Airline's two-hour flight from Sydney to Hamilton Island off the Queensland coast, and connect with the luxury catamaran that will transport you to Hayman Island, a \$200 million resort located on the northernmost of the Whitsunday Islands. A literal "Garden of Eden" just off the Barrier Reef, everything is here for your enjoyment and pleasure: huge, luxurious, beautifully decorated terraced rooms with glorious ocean-views; service we dream about; six restaurants of a caliber we did not think existed, each with a different flavor; and every outdoor sport available. Explore the Barrier Reef up close and personal in scuba gear, and discover the beauty that exists only below these waters. For reservations and rates, call 1-800 227-9246.

#### How to get there

Qantas Airlines offers non-stop flights to Sydney from Los Angeles. Service and food is above average.

Camille Bounds is the travel editor for Sunrise Publications and the Inland Empire Business Journal.



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